



**Meredith Eads**

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www.mereditheads.com

## **JOB EXPERIENCE**

### **Aeroflow Health**

**April 2024–present**

#### **Product Design Manager**

Direct user experience for six business units that provide durable medical equipment with the goals of improving conversion of initial and resupply orders, increasing the adoption of features for return patient segments, and clearly explaining the benefits and costs of insurance. Act as a key input to strategic roadmapping, collaborating with the business unit stakeholders, product managers, and developers. Manage the user experience and insights practice (including a/b testing) and a team of UX designers and researchers.

Previously: **Senior UI/UX Designer** | July 2024–December 2024

**Contract UI/UX Designer** | April 2024–June 2024

### **Xplorie**

**March 2023–February 2024**

#### **SVP of Experience**

Direct B2C email marketing and ecommerce user experience to drive unforgettable guest experiences powered by connecting short-term rental hospitality brands and the best local activities. Lead B2B marketing to support sales and client success efforts.

### **Hive Brands**

**March 2022–February 2023**

#### **Director of User Experience**

Direct user experience with the goals of improving conversion, growing subscription adoption, and communicating the impact of customers' sustainable grocery choices. Act as a key input to strategic roadmapping, collaborating with the CMO, Product Manager, and developers. Manage design from ideation to prototyping, creative direct visual design completed by UI designers.



**NN/g UX Certified since 2018**



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## **ELVA Design Group**

**March 2020–February 2022**

### **Senior User Experience Designer**

Lead e-commerce user experiences by providing user insights, wireframes, and prototypes. Collaborate with visual designers and developers to align design output with best practices.

## **Blue Acorn iCi**

**May 2015–February 2020**

### **Director of User Experience**

Direct e-commerce user experiences by leading design workshops, facilitating cross-functional collaboration, and creating experiences backed by qualitative and quantitative data. Manage UX and UI creative services team in the Charleston, SC office.

Previously: **User Experience Designer** | October 2017–April 2019  
**User Interface Designer** | May 2015–October 2017

## **City Corridor**

**February 2012–April 2015**

### **Creative Director**

Direct UX & UI for a start-up creating interactive kiosk-based and web-based applications. Create and manage branding for the company website, products, and marketing materials.

## **SKILLS**

User Experience Design, User & Usability Research, E-Commerce, Cross-Functional Collaboration, User Interface Design, Design Thinking, Workshop Facilitation, Prototyping, Figma

## **EDUCATION**

Boston University | B.S. in Communication,  
Advertising – cum laude



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