



Meredith Eads
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WORK

Hive Brands

Director of UX/UI | Mar 2022 – present

Direct user experience for a sustainability-focused online grocery retailer, focusing on site optimization to improve conversion and customer retention.

Elva Design Group

Senior UX Designer | Mar 2020 – Feb 2022

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

Director of UX | May 2015 – Feb 2020

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.

Previous Positions: UX Designer | Oct 2017 – Apr 2019; UI Designer | May 2015 – Oct 2017

City Corridor

Creative Director | Feb 2012 – Apr 2015

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, E-Commerce, User & Usability Research, Wireframing, Prototyping, Workshop Facilitation, Conversion Rate Optimization, Figma

EDUCATION

Boston University | 2006 – 2010

B.S. in Communication, Advertising – cum laude



NN/g UX Certified since 2018