



Profile:

My focus is purposed for reusable UI solutions that are memorable, give guiding context to user interaction, and shorten development time. Highly productive working in a team environment or solo I always strive to lead, collaborate, and ensure communication. I have been producing digital products for any tool or product that help users accomplish tasks and grow business revenue since 2010.

Work History:

XPO Logistics • Oct. 2015 - present

XPO Logistics purchased Con-way Freight (\$4.1 b) in Oct. of 2015.

Lead UI & UX Designer (Portland location)

- Executed research tasks such as user interviews, surveys (with SUS scores), A/B testing, and user interaction analysis.
- Created all user flows and journey maps for the interactive web-tools and apps
- Designed the mobile and desktop experience for XPO's first responsive billing portal. This tool allows customers to pay, download, dispute and manage their invoices. It also flags for any hazardous materials, or restricted items being shipped through the system.
- Designed XPO's Invoicing UI and invoice tracking system. This tool saved over \$10 mil/year in inaccurate invoices and lost profits.
- Created the entire driver pay system for Linehaul drivers to get paid accurately. This saved over \$5 mil/year in errors and created better accountability for driver payform accuracy.
- Designed the entire Claims (responsive web-app) for both internal employees and external customers. Creates, tracks, and escalates all claims made from or to XPO.
- Directed, designed, and maintained the first Angular UI library for XPO. This library was influenced by Google's material UI design guidelines and philosophy. The focus was reusable and cost efficient UI patterns for the XPO web-apps and tools.
- Worked with a large team across opposite coasts in collaboration for a thorough and consistent UI library.

Con-way Freight • Sept. 2014 - Oct. 2015

Started as a contractor for Con-way (10-months).

Lead UI & UX Designer (Portland location)

- Created the mobile ecosystem of apps that help both dock workers and pickup/delivery drivers. All freight that travels nationwide as well as through Canada is tracked through these mobile apps. Trailer and customer information is also tracked in these apps. These applications account for every shipment (over 250,000 daily) and all the hazardous materials within each shipment. It also recognized customers/consignees, differences in shipment pieces, weight of each shipment, the trailer volume and much more. It was the largest source of revenue (approx. \$1.5b) for Con-way each year. During this time I also designed other tools or company functions such as big data UI for visual reporting, logistics metrics dashboards, and table based web tool.
- Created all user flows, site flows, user journey maps, and interaction models for these apps as well as print-material, posters, etc.

Atlatl Software • Mar. 2013 - Sept. 2014

Atlatl was the first time I traveled cross-country for meeting with users and business stakeholders.

UI & UX Designer

Part of a 3-person design team in Portland for a fast-growing start-up focused solely on creating software tools for other companies.

- I was the lead designer for various tasks from software branding to creating the software tool's user flows.
- Heavy emphasis on the user experience and gamified skeuomorphic UI for various tools in both mobile and desktop environments.
- Utilizing agile and flexible design processes, I was in charge of the UX and UI for Sales resource planning software, mobile ERP software, and 3D software.
- Worked with a small/medium business units and developer teams across opposite coasts



P: (805).570.8671

E: cmeydesign@gmail.com

O: www.cmeydesign.com

IDL Worldwide • Aug. 2012 - Feb. 2013

Retail Experience Designer

IDL was a great experience that helped me find out more about myself and directed me to stay focused on digital experience design.

- Interested in all forms of experience design, I joined a small four person team of retail specialists.
- I helped create massive retail installations for various companies. A few of the projects I was a part of were The Nike KDV shoe campaign, Starbuck's Verismo displays, Merrel seasonal clothing, Under Armor and other various Nike 3D retail installation experiences.
- Worked with industrial designers to create captivating product design and immersive installation experiences.
- Introduction to industrial design and improving my illustration/white-boarding skills.

Freelance & Wraplife.com • September. 2011 - Aug. 2012

Web & Marketing Designer

- Freelancing pertained primarily to web design, marketing materials and branding
- Worked with an agency and Intel in a 5-month contract in which I created the digital experience for Intel's approval process survey web-tool. Intel employees were required to fill out the survey via their mobile device or desktop to host an event. This included hosting for government and high-ranking officials.
- Worked for a small shop (Wraplife.com) producing web UI for websites, branding, and vehicle wrap graphics. All the web components were for the company and its website. Branding and the vehicle graphics were created for both the company and various clients. I designed wraps for cars, trucks, wake boats and competition race cars and even got to help install them at times.
- Collaborated with the business stakeholders to design graphics and font layouts for Goodwill and wrapped their semi's in Central CA.

Off the Wall Media • Mar. 2010 - Aug. 2011

Web & Marketing Designer

Off The Wall Media started as a paid internship in college. After 6 months I was hired as an FTE.

- Created mobile native apps in health tools and non-profit industries across Android and Blackberry (Keen, Continua HA, Seeds of Light, CAPS, DLNA).
- Part of marketing design for screen ads (ad screens owned and invented by Off the Wall Media) in various restaurants. Clients for these ads ranged from Paul Mitchell products to travel destination ads.

Education:

Portland State University - June 2011

B.S. degree in Graphic Design and a minor in Business Management. GPA 3.85

Clackamas Community College - June 2006

Associates Degree

Volunteer Work:

AmpleHarvest.org - Website and logo design

Rainier Endodontics - Branding and collateral design

Shiloh Water Systems - Website and logo design

Passions:

In my spare time I enjoy fitness and many outdoor activities. Some outdoor activities are fly-fishing, fly tying, archery, hiking, and photographing the macro world. Tying flies is therapeutic on rainy days when the river is too high to fish.

*Professional references available upon request.

Professional Proficiency:

Design Presentation & Tools

- White-boarding, wire-framing, hi-fidelity prototyping
- User flow-mapping, journey-mapping, card sorting
- Usability testing and interviewing
- UI library creation and management
- Digital artwork and web graphics creation
- Information Graphics, Metrics/Dashboards
- Adobe CS and CC, Axure, Sketch, Balsamiq, Omnigraffle
- Angular 7 UI components, patterns, and basic code
- Google Material Design components and patterns
- Acrobat/Interactive PDF creation
- Illustrating, sketching, and product design
- WordPress website management
- Microsoft Office-Word, Power Point, Excel

Other

- Math (600 out of 800 on the SAT in Mathematics.)
- %92 Coast Guard ASVAB score (top %10 of the US test scores)