

Meredith Jones

UX/UI Designer, Researcher, and Digital Marketer

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EXPERIENCE

FOLIO S.I, Austin, Texas — Digital Marketing Lead

2022 - PRESENT

- Manage marketing website ideation, design, and implementation
- Assist in development of SaaS tools, FOLIO and FOLIO Pro
- Oversees external development and consulting teams
- Determine public launch plan and overall marketing strategy for product launches

SKG Inc, Austin, Texas — Senior Digital Marketing Lead

2020 - 2022

- Executed website strategy for skgtexas.com and skgcurate.com
- Managed the brand and voice of SKG
- Conducted internal and external UX/UI reviews
- Produced 100+ Request for Proposals for high profile clients
- Creation and launch of digital design platform, FOLIO Beta

SKG Inc, Austin, Texas — Marketing Specialist

2019 - 2020

- Optimized SEO, Google Ads, and Bing Ads
- Conducted thorough market research and industry trends
- Launched 200+ B2B email marketing campaigns
- Doubled website monthly active users and website visits

Bring Your Own Beauty, Austin, Texas — Brand Assistant

2018 - 2019

- Daily management of brand talent, Courtney Shields
- Manage contracts and content deliverables for the brand
- Blog contributor, writer, and editor

SKILLS

Research synthesis

Wireframing +
Conceptualizing

Storyboarding

User Personas

Empathy Mapping

Visual + Interaction Design

Usability Testing

Prototyping

Branding

TOOLS

Figma

Miro

Mural

Trello

InVision

Adobe Photoshop

Adobe Illustrator

EDUCATION

UX/UI Certification,
University of Texas 2022

Communications & Media
Studies, Morehead State
University 2015