

# Melp Meredith

## UX Researcher

Mixed-methods UX researcher with 6+ years of experience across startups, agencies, and enterprise software. Brings a background in psychology, software development, and entrepreneurship to connect product, design, and engineering. Looking for a highly collaborative, cross-functional in-person role.

### EXPERIENCE

#### UX Consultant

Melp Meredith Consulting LLC | Ann Arbor, MI

Jul 2025 – Present

*Independent UX consulting practice specializing in mixed-methods research and product strategy for early-stage startups.*

- Advise founders on visual design, UX strategy, product direction, monetization, and go-to-market strategy that connect player experience with business growth.
- Conduct surveys, concept testing, usability testing, and market research to uncover user motivations and link findings to retention and monetization.
- Analyze in-app engagement data and behavioral metrics to identify friction points, guide LiveOps strategy, and optimize player experience.
- Provide UX design and strategy guidance for AI and game products, improving workflows, onboarding, and product-market fit.

#### UX Researcher

Nextiva | Scottsdale, AZ (Remote)

Jun 2022 – Dec 2022

*Nextiva is a B2B SaaS company with over 1000 employees, providing unified communications and customer experience tools to over 150,000 businesses.*

- Improved onboarding clarity and user retention by uncovering key usability gaps through unmoderated testing (15 users) and interviews (10 users), revealing that lack of guidance caused early drop-off.
- Informed product and go-to-market strategy by creating 3 user and buyer personas based on 8 stakeholder interviews with Product and Sales teams and customer data across company sizes.
- Enabled cross-functional alignment by presenting actionable insights to Product, Design, Sales, and Marketing teams across the product lifecycle.
- Built on prior research and analytics to prioritize new initiatives, validate assumptions, and shape onboarding improvements with recommendations.

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Open to Relocate

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### EDUCATION

#### University of Michigan School of Information

Master of Science in Information, UX Research and Design

#### University of Michigan College of Engineering

Graduate Certificate in Innovation and Entrepreneurship

#### Reed College

Bachelor of Arts in Psychology

### CERTIFICATIONS

#### UX Research at Scale: Surveys, Analytics, Online Testing

University of Michigan

#### NPD Strategy Micro-Certification

PDMA

#### Prioritization and Opportunity Assessment Workshop

INDUSTRY: The Product Conference

**JavaScript Developer** (Digital Transformation Analyst) Mar 2020 – Jul 2021  
Evalueserve | Shanghai, China

*Evalueserve is a 5,000+ person global analytics and research firm providing AI-powered insights and data solutions to enterprises and financial institutions.*

- Sole owner of an inherited Chrome extension tool, using JavaScript and Python to automate web data collection, increasing use case coverage from 60% to 80%.
- Increased usage of an internal tool by 8x and saved 600+ employee hours weekly by leading usability testing and interviews.
- Drove a 400% increase in user adoption by influencing the product roadmap to prioritize ease of use, by advocating for a self-serve onboarding redesign.
- Prioritized high-impact UX improvements by identifying the most-used feature and advocating for its optimization in the next major product update.

**UX Designer** Jun 2019 – Mar 2020  
Merfolk Games | Shanghai, China

*Merfolk Games is a small indie game studio that makes mobile strategy games and has museums and cultural institutions as clients.*

- Managed cross-functional teams across Development and Design, streamlining workflows and improving communication in a fast-paced indie game startup.
- Created high-fidelity user journey maps, sitemaps, and personas, and presented design rationale to stakeholders for alignment and decision-making.
- Refocused product direction based on user research, uncovering that most players were blockchain enthusiasts, leading the team to prioritize blockchain features over gameplay complexity.

**Senior Thesis Researcher in Psychology**  
Aug 2018 - Jul 2019  
SCALP Lab, Reed College | Portland, OR

*The SCALP Lab is a cognitive neuroscience lab investigating the neural basis of Sensation, Cognition, Attention, Language, and Perception through behavior and machine learning.*

- Completed a year-long undergraduate thesis exploring synesthetes' cross-modal capabilities in the context of sensory substitution by designing, programming, and conducting a full behavioral experiment.
- Captured precise reaction time and accuracy data by running in-lab sessions and collecting quantitative performance metrics across multiple task conditions.
- Analyzed data in Stata and R using ANOVAs, revealing performance improvements over time through statistical analysis, uncovering participant adaptation.

## SKILLS

### Qualitative Research

- User Interviews
- Usability Testing
- Diary Studies
- Heuristic Evaluation
- Personas
- Journey Mapping
- Co-design Workshops

### Quantitative Research

- Surveys
- Analytics
- Data Visualization
- Python
- Pandas
- R
- SQL
- MaxDiff
- Conjoint Analysis
- A/B Testing

### UX & Graphic Design

- Wireframing
- Interaction Design
- Figma
- Adobe Photoshop

### Product Strategy

- Prioritization
- Roadmapping
- Stakeholder Alignment
- Competitive Analysis
- Customer Discovery
- Jobs To Be Done
- Go-To-Market Strategy