

# Megan Derrick

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## Senior Digital UI Designer

Senior Digital Designer with 8+ years transforming complex concepts into intuitive digital experiences that drive results. Skilled at creating visual narratives that increased engagement by 20% at U.S. Bank by making sophisticated products accessible through compelling design. Combines strategic thinking with visual storytelling to guide B2B audiences through technical solutions with clarity and purpose. Expert in Figma and Adobe Creative Suite with a focus on conversion-optimized experiences that bridge the gap between technical complexity and marketing effectiveness.

## WORK EXPERIENCE

### U.S. Bank • Minneapolis, MN • 04/2022 - 01/2024

#### Visual Interaction Designer

- Developed and implemented a cohesive set of UI components for the Shield design system, improving brand consistency and operational efficiency.
- Designed and implemented 50+ user-centered digital marketing assets that transformed complex financial products into engaging visual narratives, boosting user engagement by 20%
- Produced 5 animated digital ad campaigns within 3 months, boosting audience engagement by 18% through targeted strategies and innovative design techniques.
- Collaborated with cross-functional teams and developers to translate design wireframes into functional digital assets, serving as the bridge between design intent and technical implementation.

### Media Junction • St. Paul, MN • 06/2021 - 01/2022

#### UX/UI Designer

- Designed intuitive marketing websites that transformed complex service offerings into engaging visual narratives, resulting in a 30% boost in user engagement.
- Streamlined project scope definition and delivery by coordinating with development and leadership teams.
- Implemented inbound marketing methodologies to align design solutions with client objectives.

### Brightpeak Financial • Minneapolis, MN • 03/2016 - 09/2016

#### UX/UI Designer

- Redesigned life and disability insurance product interfaces, enhancing user experience and increasing millennial engagement, resulting in a rise in policy sign-ups.

- Conducted 15+ usability studies and interviews, recruiting users and developing testing scripts to collect actionable feedback, which led to faster resolution of user pain points.

### **SWIM Creative • Duluth, MN • 10/2015 - 12/2015**

#### **Web Designer**

- Co-developed 5+ custom WordPress websites for e-commerce, financial, community, and lifestyle brands, increasing site traffic and boosting online sales.
- Applied and enhanced knowledge of HTML, CSS, and JavaScript to create responsive and user-friendly designs, improving page load times and user retention.

### **Optum Health • Minnetonka, MN • 03/2015 - 10/2015**

#### **User Experience Designer**

- Applied Lean UX methodology to design a targeted diabetes prevention solution for African-American women aged 55+ in collaboration with AARP, resulting in an improvement in user engagement during MVP testing.
- Conducted 10+ user interviews and focus groups, gathering actionable insights that informed design iterations and improved product usability.

### **Creative Arc • Minneapolis, MN • 01/2013 - 03/2015**

#### **Web Designer**

- Collaborated with 20+ web design clients across diverse industries to design and launch responsive websites.
- Managed 4-5 concurrent web design projects, overseeing strategy, design, development, and launch phases, delivering all projects on time and within budget.

## **EDUCATION**

### **Certificate in User Experience Design**

Minneapolis College of Art and Design • Minneapolis College of Art and Design •  
02/2021 - 05/2022

### **Bachelor of Fine Arts in Graphic Design**

University of Minnesota - Duluth • University of Minnesota - Duluth • 12/2012

## **CERTIFICATIONS**

### **Adobe Certified Professional in Visual Design • 12/2024 - 05/2025**

Hennepin Technical College

## **VOLUNTEERING & LEADERSHIP**

### **Suburban North Alano Club • 01/2025 - Present**

Digital Committee- Lead Web Developer and Strategist • Maple Grove, MN

Leading website redesign project for Suburban North Alano Club, creating an accessible digital platform with donation capabilities, meeting finder, and event calendar to better serve their

recovery community.

**AIGA Minnesota** • 01/2014 - 01/2016

Associate Director of Career Stages Committee • Minneapolis, MN

Monthly meetings to plan events and programming for emerging designers and career changers in the Twin Cities and Greater Minnesota professional graphic design community.

## **SKILLS**

**Creative Technology:** Adobe Creative Suite, Adobe Experience Manager, AI tools, Analytics Tools, Animation, Animation, Brand Identity & Visual Design, ChatGPT, Content Design, Data analytics, Design Systems, Digital Marketing, Experiments / AB Testing, Figma, Graphic Design, HTML/CSS, Hubspot, Inbound Strategies, Interactive Design, Marketing, Prototyping, Social media strategy, UI/UX Design, User Interface Design, Video Editing, Web Accessibility, Weblow, Wireframing, WordPress

**Communication Skills:** Collaboration, Emotional Intelligence, Interpersonal Relationships, Project Leadership and Coordination, Project Management, Self-Motivated