Megan Derrick

UX Strategist & Senior UX/UI Designer

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Results-driven UX designer with 9+ years of experience crafting intuitive, accessible digital experiences in healthcare, financial services, and marketing. Proven success embedding user-centered insights into the full product lifecycle. Adept in design systems, cross-functional alignment, user research, and agile methodologies. Passionate Figma user and strategic partner in advancing inclusive, outcome-driven solutions.

WORK EXPERIENCE

Visual Interaction Designer – 04/2022 - 01/2024
U.S. Bank - **Minneapolis, MN**

- Led design strategy for 50+ digital assets across enterprise websites and apps, increasing engagement by 35% through streamlined, user-centered solutions.
- Designed and implemented UI components for the Shield design system, improving scalability and design governance.
- Conducted A/B testing and usability evaluations to validate design direction, driving data-informed improvements.
- Partnered with engineering, product, and marketing teams to ensure brand consistency and performance across platforms.

UX/UI Designer – 06/2021 - 01/2022
Media Junction - **St. Paul, MN**

- Led end-to-end experience strategy and design for 8+ custom websites, increasing conversions and client satisfaction.
- Applied WCAG accessibility standards to expand usability and compliance.
- Facilitated workshops to align clients on business goals, audience needs, and UX priorities.

UX/UI Designer – 03/2016 - 09/2016
Brightpeak Financial - **Minneapolis, MN**

- Redesigned insurance product UIs to improve clarity and trust, resulting in increased policy sign-ups.
- Conducted user interviews and facilitated journey mapping workshops to identify friction points.
- Collaborated with subject matter experts and clinical advisors to ensure solutions met user and regulatory needs.

SKILLS

UX Strategy, Methods & Process

- Agile UX
- Contextual Inquiry
- Design Reviews
- Design Thinking
- Experience Roadmaps
- Human-Centered Design
- Journey Mapping
- Stakeholder Alignment
- Workshop Facilitation

Design Execution

- Accessibility (WCAG)
- Adobe Creative Suite
- Brand & Graphic Design
- Content Design
- Figma
- HTML/CSS
- Prototyping
- UI Design
- Visual Design Systems

Research & Testing

- A/B Testing
- Information Architecture
- MVP Validation
- Usability Testing
- User Interviews

Soft Skills

- Communication
- Cross-functional Collaboration
- Emotional Intelligence
- Mentorship
- Presentation
- Problem-Solving
- Project Management
- Self-starter

Web Designer - 10/2015 - 12/2015
SWIM Creative - Duluth, MN

- Developed responsive WordPress websites for health, lifestyle, and finance clients.
- Applied frontend development (HTML/CSS/JS) to optimize UX and page performance.

User Experience Designer - 03/2015 - 10/2015
Optum Health (UnitedHealth Group) - Minnetonka, MN

- Partnered with AARP to design an MVP digital health solution for African-American women 55+ at risk for diabetes.
- Conducted contextual inquiry, prototyping, and testing to drive inclusive product strategy.
- Balanced clinical requirements with user needs to shape future-forward digital interventions.

Web Designer - 01/2013 - 03/2015
Creative Arc - Minneapolis, MN

- Led full lifecycle UX/UI design for 20+ clients across industries, from kickoff through launch and post-analysis.
- Translated client needs and user requirements into clear design solutions, facilitating alignment between stakeholders and developers.

CERTIFICATIONS

Adobe Certified Professional in Visual Design - 07/2025
Hennepin Technical College

Google AI Essentials - 07/2025

VOLUNTEERING & LEADERSHIP

Suburban North Alano Club - 01/2025 - Present

Digital Committee Lead

Leading digital transformation project for a nonprofit recovery organization, including donation UX, event UX, and meeting locator optimization.

AIGA Minnesota - 01/2014 - 01/2016

Associate Director, Career Stages Committee

Produced programming for designers in career transition or early-stage development.

EDUCATION

Certificate in User Experience Design
Minneapolis College of Art and Design
01/2021 - 01/2022

Bachelor of Fine Arts in Graphic Design
University of Minnesota - Duluth
12/2012