



MEGAN
CARTER

UX Designer

ABOUT ME

Hey, I'm Megan, a former visual designer currently working in the UX industry. My career as a designer grounded me in the fundamentals of UX theory. Because of this, UX has become the perfect pivot to realise my full potential. I'm now doing what I do best: solving problems and dreaming big ideas.

EXPERIENCE

2021 UX Consultant

General Assembly Projects



PollPals Mobile App

Poll Pals is a conceptual app designed for friends and family to help each other with decision making using a polling system. I built a medium fidelity prototype and improved it through usability testing and multiple iterations.



e-Commerce Website Redesign – Gleebooks

This was a task involving heuristic analysis of the existing Gleebooks e-commerce site, looking at their information architecture. I mapped and redesigned the user journey to best suit their key users by streamlining their existing loyalty program.



UX Research Project – IDCARE

This was a research based, two week design sprint to conduct an analysis of IDCAREs user base, and provide our recommendations and design solutions to reduce calls to the IDCARE support team. We prototyped an educational module within the Service NSW App.



UX Client Project – Ku-ring-gai Council

Working with the council of Ku-ring-gai, my team was involved in a three week end-to-end design sprint. We were tasked with finding a way inform and enable the residents of Ku-ring-gai to reduce their carbon emissions with the target of net zero by 2040. We designed and prototyped a microsite, utilising council information by customising content for the individual users.

2017–2021 Senior Studio Designer

The Hallway

As an all-round studio designer, I worked on multiple campaigns and big brands in this award-winning advertising agency. Each brief was a chance to test myself and I mastered both print and digital. Anything that needed to be done, I could do. From wire framing, animation, digital display, book design, photo manipulation, branding. Even concept design and storyboarding. The Hallway challenged me both technically and creatively.



2013–2016 Digital Designer

Orchard Marketing

I started as a Junior digital designer at this busy marketing agency. The chance to work on such big brands so early in my career was invaluable. I worked on multiple digital products, designing websites, apps and detail aids for both their medical, NFP and FMCG brands. I also assisted the social team with strategy and content roll-out.



CONTACT

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EDUCATION

2021 **General Assembly**
Immersive User Experience Design

2019 **RMIT**
Certificate of Design Thinking
for Innovation

2010–2013 **Billy Blue College**
Bachelor of Applied Design
(Digital Media)

2006–2008 **ANU**
Bachelor of Arts, Digital Arts

SKILLS

- Figma
- Sketch
- Adobe XD
- Adobe Creative Suite
- Wire framing
- Usability testing
- Prototyping
- Interviews
- System mapping
- Animation