

MEGAN LEARN

Senior Product Designer

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EDUCATION

James Madison University
Harrisonburg, VA

- **BFA Graphic Design**
Studio Art Minor
- **BS Media Arts and Design**
Corporate Communications

SKILLS

Product Design
Product Strategy
Interaction Design
Complex Workflows
AI Prototyping
High-Fidelity Design
Design Systems
Information Architecture
Wireframing
User Research
Usability Testing
Journey Mapping + User Flows
Accessibility + WCAG AA
Design Leadership
A/B Testing + Experimentation
Conversion Optimization
Responsive Web Design
Brand Systems
Illustration + Motion

TOOLS + TECH

Figma
Figma Make
ChatGPT
Claude
Adobe CC
WordPress
HubSpot CMS
Shogun / BigCommerce
Adobe Experience Manager
HTML / CSS

Product designer who thinks about the customer and the business at the same time.

12+ years designing end-to-end experiences where clarity and trust matter. Hands-on design leader who shapes product direction, solves ambiguous problems, and turns complex workflows into practical, intuitive experiences (all while having entirely too much fun building with AI).

EXPERIENCE

Senior Web & Product Designer, Contractor

Aug 2026–Current / Remote

Leading web and product design across multiple clients, from research and prototyping through engineering handoff. Building AI- and mobile-first design systems focused on practical, scalable solutions.

Creative Director at StraighterLine

Sept 2024–Aug 2026 / Ballston, VA / Hybrid

- **Led product, web, and brand design across two education products**, partnering with Product and Engineering to define success metrics, guide implementation, and tie design work to growth goals.
- Redesigned the core website and shopping experience, driving **23%+ site-wide conversion growth**, doubling homepage conversion YoY, and **growing add-to-cart 45%**, informed by **80+ A/B tests** and **20+ user tests**.
- Researched, designed, and built a net-new interactive product preview experience that beat the original trial funnel, driving an **initial 9% conversion lift**, then refined placement and audience through 3 months of A/B testing.
- Redesigned student dashboards, introducing try-before-you-buy functionality with full catalog browsing and in-session purchase, supporting multiple account types from one shared component system.
- Launched the company's **first AI app**, one of the first three education apps in ChatGPT.
- Designed and built a fully functional B2B admin portal prototype with AI, simplifying complex administrative workflows while **saving an estimated \$20K and 3 months** of build time.
- Rebuilt a shared design system and brand guidelines across product and marketing, creating reusable components and CMS workflows that enabled partner teams to launch pages independently.
- Directed **500+ paid-media assets** while managing and mentoring designers, writers, and video producers.
- Named the company's first-ever **MVP recipient in 2025**, recognized for impact across teams and the business.

Stride (K12)

Senior Product Design Contractor

May 2024–Sept 2024 / Remote

- Owned design of a new onboarding product for parents and students, balancing two audiences in one multi-step experience from user flows through high-fidelity prototypes to reduce no-shows and improve parent satisfaction.
- Identified user drop-off and rapidly prototyped and tested improvements to K12.com during peak enrollment, translating research and behavioral insights into actionable product changes.

Head of Design, Marketing

Apr 2022–May 2024 / Remote

- Led end-to-end UX/UI design across websites, landing pages, digital product launches, and enrollment experiences, partnering with product, UX research, engineering, and marketing on user-centered, accessible design.
- Built and evolved brand and design systems across B2C and B2B, facilitated design workshops and user testing, and focused design decisions on reducing drop-off and growing enrollment.
- Managed designers, video teams, contractors, and agencies, directing integrated enrollment campaigns that contributed to record enrollment growth.

Senior Digital Designer

June 2020–Apr 2022 / Remote

- Led UX/UI design for websites, landing pages, and digital product launches, developing and improving design systems with product owners, researchers, and developers.

EARLIER EXPERIENCE

Senior Designer · RedPeg Marketing · 2020

Senior Designer · Blue House DC · 2018–2020

Senior Designer / Designer · LETTER 7 · 2014–2018

Design Contractor / Intern · Asurion · 2013–2014

Web + Graphic Designer · JMU · 2010–2013

Graphic Design Intern · VeriSign · 2011

