

Megan Danielle Dickens

UX Designer • Creative Problem Solver • Empathy Advocate

📍 Nashville, TN

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ABOUT

As an enthusiastic UX Designer with 7+ years of experience, I've led product launches, created innovative healthcare solutions, and designed user-friendly digital experiences. I excel at collaborating with stakeholders and aligning strategies for a better, user-focused world.

EXPERIENCE

Senior UX Designer & Strategist, Farm Bureau Insurance of Tennessee

May 2020 – Present

- Lead the successful statewide launch of Life Portrait, optimizing the Life Insurance application process and elevating user satisfaction and operational efficiency for agents and customers.
- Spearhead the adoption of human-centered design principles, catalyzing a transformative shift in design culture and methodology.
- Facilitate cross-departmental workshops to streamline property insurance interactions, foster collaboration, and enhance the user and agent experience.
- Conduct impactful stakeholder sessions, aligning UX/UI strategies with corporate goals and reinforcing design as a pivotal driver of success.

Product Designer, Humana Pharmacy, RxConsult Team

June 2019 – May 2020

- Innovatively crafted a virtual care and inhaler training solution for pharmacists, improving COPD patient care and outcomes.
- Produced comprehensive design documentation, including service blueprints, maps, and workflows, guiding successful project realization.
- Designed user-friendly experiences supporting performance objectives and informing strategic leadership decisions.

UX/UI Designer, One Main Financial

November 2017 – June 2019

- Developed cutting-edge internal web applications, significantly enhancing branch managers' and employees' productivity in application management and employee performance.
- Established a cohesive digital design system, aligning internal applications with the corporate brand redesign.
- Delivered persuasive presentations to gather valuable feedback from business stakeholders and ensure alignment with project goals.
- Collaborated closely with cross-functional teams, including business analysts, managers, and developers, to ensure effective design implementation.

Freelance Designer, Dickens Design LLC

September 2012 – January 2020

- Drove impactful social media strategies, boosting online presence and engagement for diverse businesses.
- Demonstrated versatility in designing branding solutions for over 40 clients across various industries, including websites, logos, and brochures, consistently aligning with client visions and objectives.

SKILLS

- Human-Centered Design
- Usability Testing
- UX Research
- Stakeholder Engagement
- Information Architecture
- Design Documentation
- Problem-Solving
- Accessibility Design
- Visual Design
- Prototyping
- Data Analysis
- Agile/Scrum Methodology
- Figma
- Zeplin/Sympli
- HTML/CSS

EDUCATION

Master Figma Training Course

SaaS Design

October 2023

Leading Complex Projects Certification

IDEO U

December 2021

SheCodes Basics:

Introduction to Coding

SheCodes

November 2021

Enterprise Design Thinking Practitioner

IBM

February 2021

Bachelor of Science in Graphic Design, Minor in Marketing

University of Southern Indiana

December 2015