# Megan Reilly

DESIGN RESEARCH & STRATEGY

## EXPERIENCE

**Nike Valiant Labs,** Beaverton, OR (Remote)

*Lead Design Researcher* – MAY 2023 - PRESENT
Leads user research to fuel new product development at Nike's digital innovation lab in collaboration with cross-functional teams of designers, product managers, data scientists, and engineers.

*Design Researcher* – JUNE 2022 - APRIL 2023
Conducted exploratory user research, including surveys, diary studies, and user interviews, to uncover audience needs, and translated insights into journey maps, JTBD and user personas.

**Zeus Jones,** Minneapolis, MN (Remote)
*Strategist* – JULY 2019 - JUNE 2022
Designed and executed end-to-end user research studies, delivered actionable insights and crafted experience strategies for new product development and physical/digital brand experiences for clients including Target/ULTA Beauty, Optum, Chipotle, Kohler, and Nike.

**The Martin Agency,** Richmond, VA
*Experience Design Intern* – JUNE 2018 - JULY 2018
Crafted digital products for brands across research, concepting, UX/UI design, user flows, and wireframing.

**EAB | Royall & Company,** Richmond, VA
*Account Coordinator* – JULY 2016 - JULY 2017
Served as account lead translating client goals and brand identities into data-driven direct marketing campaigns.

## EDUCATION

**VCU Brandcenter,** Richmond, VA | 2017 - 2019
M.S in Business/Branding – Experience Design • 3.9 GPA

**University of Virginia,** Charlottesville, VA | 2010 - 2014
B.A. with Highest Distinction, Art History • 3.9 GPA

## SKILLS

Generative Research
Evaluative Research/Testing
Qualitative Methods
Quantitative Methods
Experience Strategy
Journey Mapping
Persona Development
Consumer Co-Creation
Ideation & Concepting
Prototyping
Narrative Storytelling
Analysis & Reporting
Workshop Facilitation
Competitive Research
UX/UI Design

## TOOLS

Figma
Miro
Keynote
Google Suite
Adoble Suite
Dscout
Sketch
Survey Monkey
MRI-Simmons
CBInsights

HUMAN-CENTERED
MR
DESIGN + STRATEGY