

# Megan Coghlan

Lead Product Designer & Manager

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As a hands-on designer and product manager, I have contributed to numerous product launches and initiatives in both start-up and enterprise-level organizations. I am looking for an opportunity to serve in a leadership role where I can apply my skills to achieve impactful outcomes for customers in a collaborative, empowered environment.

## EXPERIENCE

### Product Designer — PGA of America

MAR 2022 - PRESENT

Responsible for developing the Product Design Practice at the PGA which has included hiring, onboarding and leading a team of designers to support the initiatives of the coach and consumer technology team. I also serve as a triad team member in the discovery, design and development of high-value features to support a two-sided web, iOS, and Android-based product platform.

- Partnered with product management to develop and adopt a continuous discovery framework that has transformed the product development process.
- Lead the design effort of high-value features that continue to build out the product offering in anticipation of generating revenue for the organization.
- Improve the quality of the user experience for both coaches and consumers.
- Developed team-wide roadmaps for fiscal year 2022 and 2023.
- Partnered with leadership and the product management team to develop OKRs.
- Train and mentor Junior Product Designer.

### Principal Designer & Product Manager — Vertex Software, Inc.

DEC 2018 - MAR 2022

Responsible for leading the UX efforts including discovery, design and delivery of over 70 epic-sized features of the SaaS application for desktop and mobile. Served as Product Manager for key platform initiatives that supported the developer experience and the second release of the SaaS application.

- Prioritized and managed epics across multiple product development teams for both the SaaS application and the Platform offering.
- Coordinated cross-team collaboration as well as designed the roll-out of the second release of the SaaS application.
- Served as a key member of the triad to define, design and deliver features.
- Established the design system and delivered over 150 design specifications.
- Worked with Product Marketing and Marketing teams to design and deliver various promotional initiatives and campaigns.

## PROFESSIONAL SKILLS

Competitive analysis  
Continuous discovery  
Customer interviews  
Customer journeys  
Design systems  
Design thinking  
Divergent explorations  
High-fidelity concepts  
Information architectures  
Interaction design  
Lean UX methodologies  
OKR development  
Opportunity solution trees  
Persona development  
Product packaging & strategy  
Product marketing design  
Project-based discovery  
Prototypes  
Quality assurance testing  
Rapid experimentation  
Scenario interaction design  
Story mapping  
Survey design  
Technical alignment  
User flows  
User research  
User testing  
User story development  
Vision types  
Visual design  
Wireframes  
Wire flows

## EXPERIENCE, CONT.

### **UX Consultant — Workiva, Inc.**

SEP 2012 - NOV 2018

Contributed to several product initiatives including: Wdesk product launch, Design System Foundation, Free Trial & Self Registration, Success Center launch, Getting Started, Explore Wdesk, and redesigning the Admin experience.

### **UX Consultant — WebFilings, LLC**

AUG 2008 - OCT 2009

Collaborated with founders and key stakeholders to discover, design and develop a revolutionary cloud-based SEC Reporting Software. Within the first 5 years, WebFilings was being used by more than 65 percent of Fortune 500 companies.

Activities included user flow design, persona development, information architecture design, wireframe design, detailed interaction and visual design.

### **Design Consultant**

FEB 2005 - AUG 2006

**UBS** — Designed a web-based mail solution for a client-secured website and online tour.

**Milkshake Media** — Designed and produced digital and print materials for clients including: The Crossings Wellness Center & Spa, Nickelodeon, Seton Family of Hospitals.

### **Senior Designer & Art Director — Milkshake Media, LLC**

DEC 1999 - FEB 2005

Designed and produced digital materials including: promotional and e-commerce websites, web-based applications, information architectures, wireframes, user flows, UI design, html emails and newsletters, digital advertising, and style guides.

Designed and produced print materials including: advertising (billboard, magazine, newspaper), business systems, brand guides, brochures, catalogs, event materials, collateral systems, media kits, trade show booths, and signage.

Clients included: The Crossings Wellness Center & Spa, Caslano on Lake Austin, GENAustin, LIVESTRONG / Lance Armstrong Foundation, Nickelodeon, Dell, Iridesse (Tiffany & Co), Conspirare, Austin Film Society, Sachem.

### **Multimedia Graphic Designer — Engineering Animation, Inc.**

JUN 1996 - NOV 1999

Designed and produced interfaces and navigation systems for interactive games and educational CDs.

Clients included: Conoco, Crayola, Hasbro Interactive, IBM, Mattel Media, Pfizer, and WCB/McGraw Hill.

## MODERN TOOLSETS

Figma, Sketch,  
Miro, Product Board, Maze,  
Zeplin, Storybook,  
Jira, Asana,  
Mixpanel, Intercom,  
Adobe Creative Suite,  
Invision, Trello,  
Slack, Google Workspaces

## PERSONAL SKILLS

Strong work ethic  
Team player  
Self-starter  
Highly organized  
Efficient communicator  
Able to serve in various roles  
Able to manage multiple projects simultaneously  
Excel in a fast-paced environment

## EDUCATION

### **BFA in Graphic Design**

with Honors

Iowa State University