

GUINEVERE MESH

PRODUCT DESIGNER

gmesh2@gmail.com
(914) 715-5855
thedigitalguin.com

DESIGN EXPERIENCE

Deloitte Digital / Studio Summer Scholar

June 2022 – August 2022; Denver, CO

- Sourced 90 employees' bios, resumes, LinkedIn profiles, and high-quality, professional headshots for a client-requested RFP.
- Completed preliminary UX Research, 24 UX wireframes, and UI design for the item builder on a retail client's responsive website.

Qualtrics LLC / UX Program Manager & Technical Writer

June 2020 – June 2022; Seattle, WA (Remote)

- Synthesized information from 100+ product lines for customer-facing documentation, messaging, & feature announcements.
- Created DEI programming for Global Operations in Q1 2021.

The GIANT Room / STEAM Creative Resident

October 2021 – January 2022; New York, NY

- Developed STEAM curriculum for 80+ NYC students age 3-14.
- Facilitated weekly STEAM workshops for afterschool programs.

Swarthmore College / Graphic Designer

August 2018 – May 2019; Swarthmore, PA

- Developed style guides, logos, & advertising copy for the CIL.
- Planned, marketed, & led media campaigns for 5 major events.
- Established brand identity, logos, and graphic materials for the Women's Leadership Summit, a campus-wide DEI event.

Swarthmore College / Graphic & UI Designer

May 2018 – August 2018; Swarthmore, PA

- Performed in-depth user research and background with the help of the Civil Rights archive at McCabe library.
- Designed the style guide and managed the user flow, wireframes, front-end, branding, UI, and UX design of 4 responsive websites.

ADDITIONAL EXPERIENCE

Qualtrics LLC / Product Specialist

September 2019 – June 2020; Provo, UT

- Delivered Qualtrics survey strategy and support to 3,153 clients.
- Led a 30-person, cross-functional team to improve internal closed loop processes.
- Organized, provided support for, and dealt with COVID-19 fallout for the 2020 Qualtrics X4 Experience Management Summit

EDUCATION

Parsons School of Design

MFA in Design & Technology

August 2021–May 2023

Danish Institute for Study Abroad (DIS)

Concentration in Graphic Design

January 2018–May 2018

Swarthmore College

Double BA in Biology & Studio Art

August 2015–May 2019

AWARDS

Stevie Awards® Silver

Qualtrics | Best Use of Technology

Innovation in Customer Service

2021 – 2022

American Volleyball Coaches Association

Collegiate Academic Award

2015 – 2018

SPECIALTIES

Design: Accessibility testing • Adobe Suite • Branding • Figma • GitHub • HTML/CSS/JS • Interactive user flow • Qualtrics • Responsive design • Strategy & vision presentation • UX & UI • Visual design • Wireframing

Research: APIs • A/B testing • Journey mapping & user research • Speculative futuring • Systems thinking • Technical writing

Collaboration: CMS • DEI • JIRA & Miro • Leadership & team building • Sprint planning • Operational development