

Megan Hopkins

Research | Strategy | Design

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INTERESTS

Universal & inclusive design, design for social impact, cultural change

SKILLS

Participatory Research	Systems Thinking	Scenario Building
Strategic Planning	Ethnography	Content Strategy
Design Methodology	Business Strategy	Co-Facilitation
Prototyping & Validation	Accessibility	Service Design

WORK EXPERIENCE

Barkley

Kansas City, MO
Jan 2018 – Present

Experience Intelligence Director

Lead planning and strategic approaches for large-scale consumer experience engagements. Collaborate with multiple internal/external teams to help envision and form service, design, and cultural change. Understand the customer (human) experience through qualitative research, ethnography, and analytics.

40Digits

Kansas City, MO
Sep 2016 - Dec 2017

User Experience Director

Managed strategy, quality oversight, and resource allocation for 40Digits' Experience Department. Established departmental guidelines and hiring practices. Created and reviewed project estimates, pitch materials, and RFP responses. Governed partner company relationships and led key agency initiatives.

May 2015 - Sep 2016

Associate Director, User Experience / Strategist

Drove experience strategy engagements for web, mobile, kiosk and cross-channel UX for a team of eight. Interacted directly with executive stakeholders through workshops, interviews, presentations, and ongoing meetings (feedback facilitation) with an aim to create a successful end experience for the client and customer.

LevelFive Solutions

Overland Park, KS
Mar 2013 - Mar 2015

UX Creative Director, Experience Strategy

Worked closely with clients, stakeholders, and multidisciplinary teams to drive enterprise solution design, development & delivery. Synthesized and communicated complex and abstract digital problems into rational concepts.

Mar 2011 - Mar 2013

Senior UX Designer

Conducted user interviews, accessibility analyses, experience analyses, secondary research to help define expected online customer behaviors and identify areas of difficulty in the customer experience. Created information architectures, concept maps, site flows, wireframes/prototypes, and design comprehensives, analyzed usability test results and developed user experience requirements.

Spur Communications

Mission, KS

Nov 2007 - Apr 2010

Art Director

Researched, planned, and designed full brand identity systems and digital experiences. Balanced stakeholder and user needs to create a compelling online presence for consumer and non-profit clients through web, applications, and multi-channel marketing pieces.

EDUCATION

Deque University

Mar 2018

IAAP CPACC (Certified Professional in Accessibility Core Competencies)

Cross-disciplinary conceptual knowledge of disabilities, universal design, accessibility-related standards, laws & management strategies

Georgia Institute of Technology

Feb – Mar 2018

Information & Communication Technology (ICT) Accessibility Certification

ICT foundation, assistive technology, accessible documents and multimedia, website accessibility evaluation and repair

Kansas City Art Institute (KCAI)

1998 – 2002

Bachelor of Fine Arts - Design

COMMUNITIES

Coffee & Design - Organizer

Plan, promote, and manage monthly creative engagements & workshops to connect, inspire, and grow the Kansas City design community.

Service Design Network - Member

Member of the international SDN community, dedicated to improving and innovating service strategies through open discourse and knowledge sharing.

KCAI - Volunteer

Helping grow the next generation of experience designers through speaking events, student work reviews, and agency panels.