

Emily Meer

Content Manager | Product Designer

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Profile

I'm a product designer with 9 years of experience creating apps and websites, bringing to the table a passion for fine art, knack for storytelling, and a farm-born, get-it-done attitude.

Top Tools

-  Figma - Product design work
-  Adobe Suite - Print and image design
-  YouTube Studio - Tracking video analytics
-  Notion - Project management

Core Competencies

Product Design | Content Creation & Management | Copywriting | Storytelling | Graphic Design

Work Experience

11/2025 - Present **Graphic Designer | Ayn Rand Institute**

Remote

- Produced and iterated on 30+ video thumbnails within a tight deadline for the Ayn Rand Institute's video library, rapidly incorporating feedback.
- Designed two book covers for print publication, ensuring production-ready files.
- Redesigned a 40-page Estate Planning Guide, improving visual hierarchy, readability, and consistency while collaborating with stakeholders through 10+ review cycles.
- Delivered high-priority creative assets across digital and print projects, including OCON materials and the Atlas Prize Trophy 3D mock-ups, balancing multiple urgent requests while maintaining quality and meeting deadlines.

11/2025 - Present **Content Creator | On Art, ect.**

- Researched, wrote, and produced 200+ short-form storytelling videos focused on art for my [YouTube channel](#).
 - Gained 7.6k+ subscribers in the first 8 months, gaining 2k in June and 2.4k in July.
 - Earned 13+ million total views, gaining 3.5 million in June and 4.3 million in July.
 - Qualified for the YouTube Partner Program, Tier 1 of YouTube's earning program, in July by reaching 3 million valid public Shorts views in 90 days.
- Documented progress in monthly reports, including insights and next steps. Example report: [July 2026](#)
 - Used YouTube Analytics to evaluate viewer retention, implementing better hooks to improve the average "stop scrolling" rate from 57.8% in June to 67.3% in July.
- Built repeatable workflows for research, scripting, editing, and publishing.

Work Experience Cont.

03/2023 - 07/2026 **Product Designer | Bodylura + Vitalura Labs**

Remote

- Created independently and in collaboration with a marketing agency marketing materials for product announcements, promotions, and educational content.
 - Managed the production of email campaigns and 50+ newsletters, including brainstorming ideas, writing copy, creating assets, and collaborating with the CEO.
 - Managed social media content for fitness challenges and recipes, including collaborating with a videographer for video assets.
 - Managed the production and implementation of blog posts for the [Bodylura website](#) in 2023 and 2024, working with a ghost writer and creating assets.
- Led the design of 11 product features for the [Bodylura fitness app](#), including a new dashboard that featured notifications for upcoming fitness challenges, increasing participation by 3x.
 - Conducted user interview to identify friction points and understand user behavior.
 - Streamlined workout selection and program-switching flows for the Bodylura app, reducing interaction steps by 50% and improving user efficiency.
- Led the redesign and implementation of the Vitalura Labs website, including the [homepage](#), [product pages](#), and [promotional landing pages](#).

07/2024 - 03/2025 **Co-founder, Head of Design | Essentialize, Inc.**

Porto Alegre, Brazil

- Led the design for the Essentialize App, a productivity and wellness app focused on defining and tracking key values, from concept through launch for both [iOS](#) and [Android](#).
- Created a [non-tech MVP](#) for quick product validation through tools that do not scale.
- Designed and launched multiple product features, including key values logging, wellness logging and journaling, scheduling, a to-do list, defining and tracking objectives, recording cool things, and an onboarding process.
- Conducted user interviews to observe user behavior and iterate based on user feedback.
- Designed and launched the [Essentialize App website](#) and managed the [Essentialize blog](#), creating assets and writing and editing 13 posts.
- Applied to Y Combinator twice, writing the application and product proposal.

03/2017 - 09/2022 **Co-founder, Product Designer | Click, Language Learning**

Porto Alegre, Brazil

- Led the design for the [Lingua Franca](#) language-learning app, launched for Android.
 - Led the redesign of the onboarding experience, increasing first-session engagement from 3 activities to 7 through user research and iterative testing.
 - Established design standards, including for the illustration of characters, scenarios, and objects.
 - Managed the work of an illustrator and a writer to speed up production and maintain brand consistency.
- Wrote 20+ short, leveled stories and created 200+ activities for writing, reading, and listening lessons.
- Used Meta Ads Manager, illustrating ads and gaining 10k+ downloads.

Education

03/2024 - 06/2024	The Complete 2024 Web Development Bootcamp Udemy Studied HTML, CSS, Javascript, Node, and React
10/2020 - 05/2023	Objectivist Academic Center/ Ayn Rand University Philosophy and Communication
08/2013 - 04/2018	BA in Landscape Architecture Ball State University, Muncie, IN Composing Research, Design Communications Media 1 & 2, LA Computer Applications, LA Research

Languages

English: Native

Brazilian Portuguese: Advanced

Resources That Influence My Work

- **Y Combinator** YouTube Channel for startup advice
- **Hooked** by Nir Eyal for designing habit-forming features
- **Radical Candor** by Kim Scott for communicating with and managing teams
- **The Mom Test** for talking to users
- **Articulating Design Decisions** by Tom Greever for communicating with product stakeholders

Personal Interests

- **Running**, I ran a 5k in 28min 30sec after having 2 kids
- **Writing nonfiction**, specifically about art on my [Substack](#)
- **Writing fiction**, specifically [children's stories](#)
- **Studying art history**, Caravaggio is my favorite artist