

Emily Meer

Designer | UX/UI Specialist | Remote-Ready

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Portfolio: www.emilymeer.com



Profile

Lead Designer with 8 years of experience creating intuitive solutions for mobile apps, websites, and marketing. Skilled in copywriting and user research, I bring initiative, clear communication, and a strong bias for action.

Top Tools

- Figma
- Adobe Suite
- ChatGPT
- Maze
- Crazy Egg
- Fireflies
- G Suite
- Notion
- Slack

Key Skills & Qualifications

- **End-to-End Product Design:** Led full design cycles for SaaS products, from discovery and user flows to final execution and in close partnership with PMs and developers.
- **Design Systems & Execution Quality:** Fluent in Figma, with experience building and maintaining scalable design systems that ensure consistency, clarity, and speed across product pods.
- **User-Centered Innovation:** Combine strong UX research skills with an experimental mindset to improve workflows and create more intuitive, efficient user experiences.

Work Experience

- 03/2023 - Present

Remote

Product Designer | Bodylura + Vitalura Labs
 - Designed an AI-powered workout scheduler to deliver more customized fitness experiences.
 - Created 11 major product features and launched 9 new workout programs, boosting daily app usage by 25% and tripling enrollment in fitness challenges.
 - Streamlined interaction flows and prototypes, reducing steps to change workout programs by 50% and improving overall user efficiency.
 - Translated ambiguous requirements into clear, testable, high-fidelity design flows.
 - Conducted iterative UX research to refine flows, microcopy, and prototypes, balancing user insights with business goals.
- 08/2024 - 07/2025

Remote

Head of Design | Essentialize, Inc.
 - Led end-to-end design of a cross-platform productivity and wellness app (iOS & Android), from concept to launch.
 - Built and maintained a scalable design system, driving faster iteration and visual consistency.
 - Designed an AI-powered behavioral insights feature to deliver personalized UX.
 - Conducted extensive UX research to refine microcopy, streamline user flows, and boost engagement metrics.
 - Collaborated cross-functionally with product, business, and software engineering professionals.

Work Experience Cont.

06/2022 - 03/2023 **Freelance Designer | Self-Employed**

Remote

- Wrote copy and designed PDFs for educational material.
- Developed brand-consistent graphics for the Happiness Team.
- Conducted usability testing and design audits to optimize product experiences.

03/2017 - 09/2022 **Co-founder, Product Designer | Click, Ensino de Idiomas**

Remote

- Developed a scalable UI system, improving cross-platform experience.
- Redesigned onboarding with an adaptive quiz, increasing first-time user engagement from completing 3 activities on average to 7.
- Iterated quickly based on quantitative metrics and user feedback.
- Conducted surveys and user testing to gather data and refine features and enhance usability for diverse learners.
- Mentored junior designers, fostering growth in interaction design and design system management.

Education

03/2024 - 06/2024 **The Complete 2024 Web Development Bootcamp | Udemy**

Studied HTML, CSS, Javascript, Node, and React.

09/2020 - 05/2023 **Objectivist Academic Center/ Ayn Rand University**

Philosophy and Communication

08/2013 - 04/2018 **BA in Landscape Architecture | Ball State University, Muncie, IN**

RELEVANT COURSES: 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
- **The Mom Test** for talking to users
- **Deep Work** by Cal Newport for productivity
- **UX Strategy** by Jaime Levy for UX principles

Interests

- Writing, both fiction and nonfiction
- Art History, particularly historical paintings
- Studying the Philosophy of Aesthetics