

MEREDITH RAGSDALE

Director of Design | Product Design | Experience Design | Strategy

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PROFESSIONAL SUMMARY

Design leader with 17+ years of experience building and scaling global design teams, developing UX strategy, and delivering product experiences that drive business growth. Proven track record leading teams of up to 35 across enterprise organizations including Booking.com, PayPal, and Concentrix Catalyst, as well as founding and running a successful digital agency. Combines deep technical knowledge in software development and design systems with specialized expertise in user research, data-driven design, A/B testing, and conversion optimization. Passionate servant leader who mentors talent, bridges gaps between design, product, and engineering, and translates business objectives into exceptional user experiences.

CORE COMPETENCIES

Design Leadership & Strategy • Product Design & Development Lifecycle • Design Systems & Component Libraries • User Research & Usability Testing • Information Architecture • A/B Testing & Conversion Optimization • Cross-Functional Team Leadership • Agile/Scrum & OKRs • Global Team Management (up to 35 reports) • Mentoring & Talent Development • Data-Driven Decision Making • Technical Project Management • Digital Campaign Management • Stakeholder Communication

PROFESSIONAL EXPERIENCE

Senior Group Manager, UX/UI & Product Design

September 2022 – September 2025

Concentrix Catalyst | Remote

- Oversaw a global product design team of 11 designers across 4 product suites, ensuring top-tier design quality and innovation for enterprise clients including Microsoft.
- Led the experience design of agentic AI solutions for call centers serving global clients, driving user satisfaction and operational efficiency.
- Directed the creation and implementation of a comprehensive, unified design system with ReactJS integration, enhancing consistency and scalability across platforms.
- Developed company-wide UX strategies aligning business objectives with user needs, fostering a user-centric approach across the organization.
- Established scalable UX processes that enhanced product quality and team efficiency using Agile workflows, JIRA, and OKRs.
- Recruited and mentored design talent globally, building high-performing teams equipped for complex, multi-platform product challenges.

Founder & Principal Experience Designer

April 2019 – September 2022

Stinger Studios | Mebane, NC

- Founded and operated a digital design agency, managing all aspects of client relationships, project delivery, and business development.
- Conducted user research to understand needs and behaviors, launching marketing initiatives via Google and Facebook Ads that resulted in 30%+ revenue increases for clients.
- Delivered a consistent 3:1 return on ad spend (ROAS) through targeted, analytics-driven campaigns aligned with client goals and profit margins.
- Developed innovative experience design strategies that grew one client's site traffic by 290% within six months through UX optimization and content restructuring.

Director of Design and Development

May 2017 – April 2019

Booking.com | Amsterdam, NL

- Led the development and execution of innovative customer experience strategies across all touchpoints (web, mobile, tablet, native apps), boosting user engagement.
- Managed budgets, timelines, and technology resources while driving adoption of comprehensive Agile practices including OKRs.
- Mentored and coached designers, researchers, frontend developers, and backend developers, significantly improving team performance and career growth.

- Collaborated with product managers to align design with business goals and KPIs, bridging communication gaps across departments and maximizing organizational reach.

Senior Manager, Design and Development

December 2015 – May 2017

Booking.com | Amsterdam, NL

- Directed multifunctional teams using data-driven insights and technical knowledge to meet conversion goals across the customer funnel, account areas, and booking processes.
- Scaled the design and technical teams through strategic global recruiting, achieving 120% team growth to meet expanding project demands.
- Aligned UX design with business goals and KPIs, maximizing organizational reach and engaging target audiences through optimized digital experiences.

UX Design Lead

March 2013 – December 2015

Booking.com | Amsterdam, NL

- Led persona development, usability testing, and design thinking workshops to create engaging products, optimizing organizational impact and promoting seamless end-user experiences.
- Created a 'Design for Frontend' training course that enhanced the skills and performance of 200+ designers across the organization.
- Conducted UX audits, heuristic evaluations, and A/B tests to identify areas of improvement and optimize products based on business goals.

UX Design Lead

October 2012 – March 2013

Duda | Palo Alto, CA

UX Designer

June 2007 – July 2012

PayPal | Baltimore, MD

EDUCATION

Master of Arts, Advertising — University of Texas, Austin, TX 2010 – 2012

Master Certificate, Digital Multimedia & Web Design — The Johns Hopkins University, Baltimore, MD 2006 – 2007

Bachelor of Science, Advertising — Appalachian State University, Boone, NC 1999 – 2003

TECHNICAL SKILLS

Figma • Adobe Creative Suite • Miro • Sketch • HTML5 • CSS • JavaScript • PHP • ReactJS • WordPress • Drupal • Git • JIRA • Agile/Scrum • Asana • Trello • Slack • Google Workspace • Microsoft Office Suite • HubSpot • Google Analytics • Facebook Ads • Canva • Final Cut Pro • Usability Testing Tools