

# DATRIANNA MEEKS

Product Designer

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## EDUCATION

MFA, Interaction Design

School of Visual Arts, 2014-2016

UX Design Course

General Assembly, Spring 2014

BBA, Marketing

Howard University, 2008-2012

## DESIGN SKILLS

User Research

Wireframing

Prototyping

A/B Testing

User Flows

Personas

Mockups

## TOOLS

Adobe Creative Suite

Sketch

Flinto

Invision

Principle

Keynote

## EXPERIENCE

Spotify | Senior Product Designer, Design Owner  
April 2017 - Present

Design owner for Spotify's self-serve ad platform, Ad Studio. Establish a set of design principles for the product, collaborate with tech and product to develop and execute OKRs that consider user needs, represent and advocate for advertisers in various forums, design, critique, and test interaction patterns and UI, and hire talent.

American Express | Senior Product Designer, Mobile  
Summer 2015, June 2016 - April 2017

Collaborate with Product, Engineering, and User Research teams to bring mobile features and products to market. Design the user experience for the Amex mobile app with key deliverables including user flows, mockups, and prototypes.

Etsy | UX Research Intern  
October 2014 - January 2015

Supported the UX Research Team by recruiting and scheduling users for usability studies, observing user interviews and taking detailed notes, and leading an eye tracking study to improve the usability of internal tools.

Deloitte Consulting | Federal Analyst  
Summer 2011, July 2012 - July 2014

Served two government agencies by conducting UX research and collaborating with developers to design software used to access electronic health records.