mgoetschel@gmail.com
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Brooklyn, New York

MERET ANN GöTSCHEL

SKILLS

Software
Adobe Photoshop
Adobe Illustrator
Sketch
Office Suite
Invision

Platforms
Asana
Github
JIRA

Product Development
Sketching
Illustration
Paper prototyping
Rapid prototyping
Agile methodology
Wireframing
Specing
Moral support

Photography (Analog / Digital)
Retouching
Studio lighting

Languages
Basic HTML5
Basic CSS3
Fluent in English
Fluent in German
Conversational level French

ACHIEVEMENTS

Featured in Surface Magaine's Avant Guardian Thesis Guide Issue as one of America's most promising graduates, November 2010

Selected as one of six students to represent SCAD live on Good Day Atlanta

Senior thesis collection purchased by SCAD for its permanent collection

Selected by a jury for the grand finale of SCAD's 2010 Fashion Show & featured in the look

Chosen to participate in SCAD's Fashion Seen: 2010 Showcase

WEB & APPLICATION DESIGN EXPERIENCE

UX Lead • CHARGED.fm • Jun 2014 - Present
In charge of setting the UI/UX design direction for all CHARGED.fm platforms (website, mobile app and CMS). Responsible for everyday design tasks and supervising the production of marketing materials.

- Lead UX designer, from inception to release, of the CHARGED.fm App (launched at SXSW 2015), the CHARGED.fm Website and User Dashboard
- Requirement gathering to determine the core feature set for the mobile app and define its information architecture; development of comprehensive wireframes and user flows
- Actively collaborating with the in-house and offshore dev teams to provide designs, UX flows, spec sheets and assets for ongoing feature additions
- Responsible for writing up design stories on project management platforms, such as JIRA and Trello
- Performing daily QA and detailed documentation of bugs
- Redesigning the entire UI and UX of the User Dashboard, which encompasses the user's profile, orders, account information and the ability to create events
- Overhauling the website UI and UX in order to maximize its usability and increase customer trust; e.g. designing a new Help Center to reduce customer service calls
- Establishing a design framework across all platforms to ensure the uniformity and scalability of both app and website features

UI/UX Designer & Co-Founder • Gigly • Jan 2014 - Present
Conceptualized and currently developing Gigly, a mobile app for organizing the job search process.

- Solely responsible for designing the user interface, logo and identity of the app
- Envisioning and defining the UX using sketching, illustration and paper prototyping
- Designing and programming the app's responsive launch page with the developer
- Planned and identified the core feature set for the MVP; organized additional ideas and features into tiers for future releases
- Developed storyboards and sketched out the flow diagrams for various screens
- Collaborated with the developer to create the data model and currently maintaining it based on requirement changes
- Cutting up assets and pushing them to Github to facilitate a seamless workflow; managing other deliverables using Google Drive
- Resolving problems encountered during ongoing development and quickly reiterating, adapting and implementing feasible solutions

OTHER DESIGN EXPERIENCE

Associate Designer • Alice Yim NY • Mar 2011 - Sep 2014
Sweater Knit Consultant • Maiyet • Jan 2013 - Jan 2014
Freelance Assistant Designer • Haute Hippie • Oct 2010 - Feb 2011

EDUCATION

Bachelor of Fine Arts in Fashion Design & Photography
Savannah College of Art and Design, Savannah, GA • Sep 2005 - Aug 2010
Graduated Magna Cum Laude