



Meg Green

UX Research & Design

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www.greenmeg.info

586-215-3998

Experience

Senior CX Researcher | Rocket

December 2024 - Current / Remote

- Primary researcher for Mortgage Servicing, focusing on improving user retention through actionable research.
- Wrote and circulated AI Guidelines in User and Customer Experience, to be utilized by the research team to provide guidelines for AI use and integration.
- Standardized Usability Baseline Guidelines across the research team to scale consistency across the Rocket ecosystem with a shared repository accessible to all team members for self-service.
- Executed and led mixed method research to the solution for multiple product areas, resulting in an overall CSAT improvement of 6%.

Senior UX Researcher | Rocket Homes

October, 2020 - December 2024 / Remote

- Researcher across four teams spanning the entire real estate lifecycle for the B2B2C space.
- Communicated research processes, benefits, and outcomes to senior leadership to proactively set expectations and manage risk.
- Mentored junior researchers, and delegated work to accelerate deliverables.
- Developed a research-driven approach using user testing, interviews, surveys, heuristic analysis, and competitive analysis that increased product conversions by an average of 2-3x.
- Connected research to a broader product vision via comprehensive and accessible reports, presentations, and workshop.

Senior UX Designer | Thompson Reuters

August, 2019 - October, 2020 / Ann Arbor, MI

- Designer for three accounting products. Responsible for communicating UX needs to stakeholders in product and technology.
- Performed user interviews, usability tests, and surveys to validate design and discovery with quantitative and qualitative measurements, improving cross-platform accessibility by 2x.
- Created a style guide and asset library for separate accounting products to better meet user needs, and validated against previous user research.

Experience Architect | Pillar Technology / Accenture

July, 2017 - July, 2019 / Ann Arbor, MI

- Consultant for government information services, collaborating with legal experts to balance public needs with internal constraints.
- Executed user interviews, diary studies, and usability tests, creating functional wireframes resulting in user-focused, accessible government tools.

Skills

Research

Usability Testing, User Interviews, Affinity Mapping, Journey Mapping, Personas, Contextual Inquiry, Heuristic Analysis, Competitive Analysis, Survey Design, Diary Studies

Design

Wireframes, Prototypes
Style Guide Design,

Tools

Research

Amplitude, Google Analytics, Qualtrics, Suzy, Microsoft Forms, Airtable, Miro, Lucidchart, UserTesting, dscout

Design

Figma, Sketch, inVision, Axure, Abstract, Zeplin, Adobe Illustrator & Photoshop

Education

M.S. in Information, Human-Computer Interaction University of Michigan

2017 / Ann Arbor, MI

B.A. in Chinese Language & Culture, B.A. in Education Michigan State University

2014 / Lansing MI

Community Involvement

UX Mentor - Shift_Up
Board Member - tech[inclusive]

Talks & Publications

AI & Consent - World IA Day
Gender & AI - SXSW, PluggedIn, World IA Day
Dark UX - Ignite UX
Ghost Employees - Journal of Internal Auditing
Recordings accessible on
tinyurl.com/mgreentalks