

MEREDITH RAGSDALE

Director of Design | Product Design | Experience Design | Strategy
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PROFESSIONAL SUMMARY

Design leader with nineteen years of experience building products and the teams behind them. Led 35 direct reports at Booking.com (2013–2019) and 11 at Concentrix Catalyst (2022–2025), where I moved from consulting for Microsoft to leading design for a new agentic AI product group. Founded Stinger Studios in 2019, serving clients from international restaurant chains to local adventure outfits. Strengths: design systems, user research, A/B testing at scale, conversion optimization, and aligning design, product, and engineering on what to ship.

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 (35+ direct reports) • Mentoring & Talent Development • Data-Driven Decision Making • Technical Project Management • Digital Campaign Management • Stakeholder Communication

PROFESSIONAL EXPERIENCE

Sr. Group Manager, Experience Design

September 2022 – September 2025

Concentrix Catalyst | *Remote*

- Spent the first 18 months at Concentrix leading a research consulting team embedded with Microsoft. Built out the team by hiring researchers into the engagement.
- When Concentrix expanded into building agentic AI products for its customer-service clients, moved internally to lead design for the new Product group. Built the team by pulling 11 designers from across the organization to staff 4 product suites.
- Led the experience design of agentic AI solutions for global enterprise customer-service clients, focused on the operator-side workflows that AI agents and human reps share.
- Stood up a ReactJS-integrated design system from scratch as the source of truth for design across all 4 product suites.
- Established the team's operating cadence: weekly 1:1s, design reviews, yearly goal-setting with quarterly check-ins across an 11-person globally distributed design org.

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 Product Design

May 2017 – April 2019

Booking.com | *Amsterdam, NL*

- Identified an AdTech opportunity within Booking.com, built a team to tackle a critical scaling problem, and led the design and engineering of the Dynamic Creative Tool: an internal product that enables non-designers to build localized programmatic ad campaigns at global scale.
- Led the team from delivering one mid-funnel campaign every six weeks to twenty per week (20x velocity), with the Booking.com design system built in.

- Bridged the Marketing Communications department and the Tech organization across fifty-plus stakeholders, getting an initially skeptical Marketing Science team onboard through a working MVP that showed real campaign-ready output.
- Led the team that shipped Booking.com firsts: the first mobile ad, the first creative campaign A/B tested at scale, and the campaign with the highest ROI to date.
- The Dynamic Creative Tool the team built in 2018 is still in use at Booking.com today; a dedicated team continues to scale it.

Senior Manager, Design and Development

December 2015 – May 2017

Booking.com | Amsterdam, NL

- Led 35 direct reports across 8 teams of designers, researchers, frontend engineers, and backend engineers, scaling the design and technical org 120% through global recruiting.
- Hired 250+ people during the hyper-growth period, building the recruiting and interview infrastructure for the technology department.
- Directed multifunctional teams to meet conversion goals across the customer funnel, account areas, and booking processes, at a platform processing 2 million bookings per day.

UX Design Lead

March 2013 – December 2015

Booking.com | Amsterdam, NL

- Led the integration of a third-party payments platform into the Booking.com booking flow, working with product, engineering, and the payments partner across design and delivery.
- Created the “Design for Frontend” training course that enhanced skills and performance of 200+ designers across the organization.
- Led persona development, usability testing, and design thinking workshops across the booking funnel.
- Conducted UX audits, heuristic evaluations, and A/B tests to identify and validate optimizations.

UX Design Lead

October 2012 – March 2013

Duda | Palo Alto, CA

UX Designer

June 2007 – July 2012

PayPal | Baltimore, MD

EDUCATION

Master of Arts in 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 in 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