

# Meg Marvin

281.813.2762 • megdmarvin@gmail.com • megmarvin.com

## Summary

I'm a seasoned design leader with 13 years of proven impact launching differentiated digital experiences. I lead teams building products from 0 to 1 and guide startups to evolve processes from early stage to scale. I develop designers based on a strategic vision so they can align their craft and career aspirations to make a big impact.

## Experience

H-E-B

**Senior Design Manager** Oct 2022 - Present

**Design Manager** Oct 2021 - Oct 2022

**Principal Experience Designer** Dec 2019 - Oct 2021

- Currently manage design work (research + product design + service design + content) across 3 product areas: food as wellness, primary care patient experience, and primary care provider experience.
- Grew H-E-B Digital Wellness team as founding member and first design manager to a team of 15 designers.
- Developed job ladder for entire H-E-B digital design org. Currently manage the career growth of 4 designers.
- Led design for H-E-B's first personalized meal planning offering, ensuring Texans managing prediabetes and diabetes can discover affordable, tasty, and inspiring food that meets their health goals. Drove the project as the first digital Wellness product from sketch concepts to MVP launch, building business case alignment across digital teams, clinical strategy, and company leadership.

Grand Rounds (now Included Health)

**Lead UX Designer** Oct 2017 - July 2019

**Senior UX Designer** Jun 2016 - Sep 2017

- Ran design critiques & mentored designers on craft.
- Served as interim hiring manager.
- Led design for a new product empowering users to understand their health insurance benefits, avoid surprise bills, and use free preventive care services. Adapted scrappy methodology to conduct discovery, design, and launch in four months.
- Drove service + UX design for internal tool platform for care team and clinicians to help patients navigate the most challenging conditions. Partnered with product and engineering to craft strategy for scaling platform capabilities with build + buy approach on a 3-year roadmap.

## Extractable

**Director of UX** Dec 2013 - April 2015

**Senior UX Designer** Jan 2013 - Nov 2013

**UX Designer** Sep 2010 - Dec 2012

- Managed team of 3 designers.
- Led research + UX for website redesign projects for clients across industries; notably St. Luke's Health System in Idaho.

**Education** Masters of Human-Computer Interaction  
**Carnegie Mellon University** 2009 - 2010

B.S. Computer Engineering  
**Texas A&M University** 2005 - 2009

**Additional** Previously speaker at Design for Healthcare SF Meetup  
Harrison Metal General Management Training  
Cooper Design Leadership Training