

# Megan Richardson

Senior Product Designer with over 25 years of multi-industry experience spanning print, web, agency, and SaaS product design. Focused on a user-centered ship-and-learn approach, combining customer conversations, on-site field research, and data-driven insights to ensure every design decision is grounded in what customers actually need. Skilled at leading design vision and strategy, building scalable design systems, and collaborating across product managers, engineers, and stakeholders to deliver experiences that balance customer needs with business goals.

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## Contact

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## Experience

### Senior Product Designer

Granum (formerly LMN, acquired by Granum) | October 2022 – April 2026

- Drove the vision, strategy, and execution of UX and UI design across Granum's suite of SaaS products, including web app and native app experiences
- Joined as Principal Product Designer at LMN; continued in senior role following Granum's acquisition in 2023
- Conducted extensive customer research including remote Zoom interviews and on-site visits at landscaping companies to deeply understand operations, workflows, and pain points
- Brought new designs and concepts directly to customers in the field to gather real-world feedback and validate product direction
- Held collaboration sessions with product managers, engineers, and stakeholders to deliver innovative, cohesive, and intuitive product solutions
- Contributed to and maintained design systems that ensure consistency and scalability across the Granum product suite

- Partnered closely with product managers to keep roadmaps driven by customer feedback and field research, ensuring what gets built reflects what customers actually need - not internal assumptions
- Championed a ship-and-learn product development culture, continuously iterating based on real-world usage and ongoing customer conversation
- Balanced customer needs with business goals throughout the planning and prioritization process
- Mentored design team members and championed UX best practices across product and engineering teams

### **Senior UX Designer & Architect**

Laughlin Constable | February 2012 – October 2022

- Defined and shaped digital experiences across complex websites, and mobile and native app experiences
- Conducted remote user interviews and usability testing across a diverse range of audiences, including sensitive research with cancer patients to test a clinical trial medicine website
- Defined and delivered UX strategy and architecture for a wide array of B2B and B2C clients including Hoosier Lottery, Northwestern Medicine, Master Lock, Byrider, and more
- Partnered with project stakeholders, CEOs, CMOs, peers and end users to ensure alignment while ensuring all voices are heard and considered
- Balanced user needs and goals with system requirements and organizational objectives across highly varied industries and audiences

### **Senior Interaction Designer & UX Architect**

Layer One Media | October 2006 – February 2012

- Introduced and championed user-centered design practices at the agency, effectively building the UX discipline from the ground up and embedding it across all client projects
- Developed site architecture, wireframes, web designs and UX recommendations closely aligned with client goals
- Delivered design solutions that complemented client branding across web and application projects
- Notable clients included Kohler, Brady (label makers), and Cousin's Subs

### **Senior Designer**

Tribune Media Services | March 1999 – April 2005

- Led monthly ad and marketing campaigns for national cable companies including Time Warner Cable, Comcast, and Charter Communications
- Managed print production and pre-press coordination with up to six vendors on a monthly schedule

- Produced print magazines, full-page advertisements, and theme-driven campaign materials under tight deadlines

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## Skills & Tooling

### Skills

- Design & UX Strategy
- Design Systems & Component Libraries
- Interaction Design & Prototyping
- User Research & Usability Testing
- Information Architecture & Wireframing
- Cross-functional Collaboration
- Design Mentorship & Leadership
- Web Design
- SaaS Product Design
- Native App Design (iOS, Android)
- Vibe Coding (design to code workflows)
- On-site, In-Person & Remote Customer Research
- Planning & Roadmaps

### Tooling

- Figma
- Claude
- Cursor
- Lovable
- Jira
- Pendo
- GoodData
- Confluence
- Adobe Photoshop, Illustrator

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## Education

1998-1999  
Brown College

1994-1996

University of Wisconsin - La Crosse

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## References

### **Brady Pierzchalski**

Director of Product Experience, Leanscaper  
bradypie@gmail.com

Brady served as my manager and mentor across multiple companies over the years, providing direct guidance in user-centered design principles and helping shape my approach to product design.

### **Josh Roberts**

Senior Product Manager, Granum  
678-313-0257

Josh and I collaborated closely on a day-to-day basis at Granum, working together on product strategy, product vision, and customer research efforts.