

SENIOR PRODUCT DESIGNER

Megan Leber

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Ten years building accessible-by-default design systems for companies that ship under regulatory constraint. Most recently I rebuilt BorrowWorks' design foundation as a tokenized white-label system, cutting new client onboarding from several months to several weeks. Before that, a secured loan redesign at Credit Karma lifted partner-offer click-through 37%.

Core skills: Design Systems · Product Strategy · Accessibility (ADA / WCAG 2.1 AA) · Figma · Discovery Research · Usability Testing · A/B Testing · Data & Analytics · Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer, BorrowWorks

Jul 2025 – Jul 2026

Fintech, lending technology · B2B2C · Design systems and multi-brand platform UX

Rebuilt BorrowWorks' design foundation from the ground up, replacing a sprawl of legacy files with a tokenized white-label component library that cut new client onboarding from several months to several weeks.

- **Design system (0 → 1):** Consolidated fragmented legacy files into a single white-label component library with multi-brand theming and expansion designed in from the start, ending the update backlogs that came with copy-pasted components.
- **Accessibility:** Led a full WCAG 2.1 AA audit and remediation across six product surfaces: three brand websites with mobile flows, two agent portals (call center and servicing), and the white-label web and mobile product.
- **Onboarding velocity:** Mapped and simplified application workflows across client brands. The first client onboarded to the white label went from signing to first product live in under six weeks.
- **Analytics:** Stood up AI-assisted dashboards integrating design and product KPIs, giving leadership real-time visibility into product performance.
- **Scale:** One of two designers supporting eight engineers, owning system governance and design-to-development handoff.

Product Designer (Contract), OneMain Financial

Jan 2025 – Jun 2025

Consumer finance and lending · B2C · Self-service and MVP product strategy

Led the help center redesign for one of the largest consumer finance companies in the US, restructuring self-service content and navigation to cut support-center dependency by 20%.

- **Self-service redesign:** Rebuilt the help center around the problems borrowers actually arrived with rather than the org chart behind them, so people could resolve issues without calling.
- **Product strategy:** Led discovery research, competitive analysis and priority mapping to define the MVP launch strategy for two new products.
- **Accessibility:** Delivered ADA-compliant design updates validated through in-house user research, closing usability gaps ahead of the platform's full redesign.

Digital Design Strategist (Contract), Ahold Delhaize USA

Jan 2024 – Jan 2025

Grocery retail and digital commerce · B2C · 0 → 1 digital wallet across five brands

Took a net-new digital wallet from concept to test-store pilot at the largest grocery retailer on the East Coast, where it drove a 25% increase in loyalty sign-ups over six weeks.

- **Launch outcome:** 25% lift in loyalty sign-ups over a six-week in-store pilot, with 15% of eligible shoppers adopting the wallet.

- **Strategy:** Ran discovery research, a seven-retailer competitive evaluation and priority mapping to define what the wallet needed to be, and what it did not, before anything got built.
- **Pay by Bank:** Designed enrollment and incentive flows to shift shoppers off card payments, partnering with brand loyalty teams on sign-on and per-use rewards.
- **Rollout design:** Built a phased launch plan with staged releases and in-store testing, so the concept was validated with real shoppers at a real register before wider release.
- **Accessibility:** Ensured ADA compliance across the experience, validated through in-house user research.

Product Designer, Credit Karma

Aug 2022 – Oct 2023

Fintech and personal finance · B2C · Consumer lending marketplace

Designed in Credit Karma's personal loans vertical, where the job is matching 100M+ members to financial products they will actually qualify for. Two redesigns produced a 37% lift in partner-offer click-through and a 15% lift in pre-qualification completion.

- **Secured loans:** Redesigned how secured loan offers were presented so members recognized the product and understood what it required. Narrowed the field through unmoderated usability testing, then A/B tested in production for a 37% increase in click-through to partner offers.
- **Loan pre-qualification:** Connected the loans and insurance verticals to pre-fill applicants' vehicle information, removing the step where the flow lost the most people. Completion rose 15%.
- **Front door:** Designed, launched and analyzed user tests and A/B experiments on a new cross-vertical front-door experience, iterating toward the version that routed members to the right product fastest.

UX Designer, Levvel.io

Jul 2021 – Aug 2022

Digital consulting and professional services · B2B · Multi-client design systems

Built and maintained design systems for multiple concurrent enterprise clients at an award-winning consultancy, and ran the ADA compliance audits that told those clients where their accessibility risk actually was.

- **Design systems:** Built and maintained systems in Figma that several client teams worked from at once, improving design efficiency across concurrent projects.
- **Accessibility:** Conducted ADA compliance audits and wrote remediation plans, turning a vague compliance worry into a prioritized list clients could act on.
- **Range:** Delivered UX/UI solutions across fintech, microbrewery and transportation clients.
- **Client partnership:** Led requirements gathering, design presentations and research directly with stakeholders.

Product Designer (Contract), WebstaurantStore

Dec 2020 – Jun 2021

Foodservice eCommerce and internal tools · B2E · HR and warehouse systems

Rebuilt legacy HR and warehouse management systems as modern internal tools for the largest online restaurant-supply retailer in the US.

- **Internal tools (0 → 1):** Designed new HR and warehouse management tools from the ground up to replace aging legacy systems.
- **Delivery:** Created high-fidelity wireframes and prototypes ahead of development, so build decisions were made against validated designs.
- **Accessibility:** Strengthened accessibility compliance and user efficiency across internal tools.

Digital Experience Designer, Kroger

Jul 2019 – Dec 2020

Grocery retail and eCommerce · B2C · Online grocery across web and native

Led UX and UI design on Kroger's eCommerce Accelerator team, building online grocery experiences across Android, iOS and web for a retailer serving 11M+ customers daily.

- **Design system:** Designed and evolved a flexible system aligned to Kroger's master brand guidelines, so individual product teams could move quickly without breaking brand consistency.

- **Multi-platform:** Built experiences for Android, iOS and web from a shared foundation.
- **Research:** Ran user testing and research, and translated findings into wireframes and design decisions.
- **Team:** Managed QA and two junior designers, and partnered with an offshore development team, often working through the reasoning behind a design rather than the design itself.
- **Kroger Rush:** Led UX for a 30-minute quick-commerce app built on roughly 1,000 items against the 30,000 in a typical grocery platform, which pivoted audiences mid-launch when lockdowns emptied its target offices.

Digital Media Designer (Contract), Dealer.com

Mar 2017 – Mar 2018

Automotive digital marketing · B2B · Legacy modernization and org integration

Modernized a library of 1,200+ legacy Flash advertisements into interactive HTML5 display ads, future-proofing the library ahead of Flash's industry-wide deprecation.

- **Legacy modernization:** Rebuilt 1,200+ Flash ads as interactive HTML5 and JavaScript display ads before the format went dark.
- **Org integration:** Supported the Merge team integrating Dealer.com's Digital Media team into the broader Cox Automotive UX org, aligning design practices across the newly combined group.
- **Enablement:** Raised design fluency across the team by hosting lunch and learns and training sessions on UX/UI and modern web principles.
- **Production:** Produced digital advertising collateral including banner ads, promotional landing pages and social ads supporting dealer and OEM campaigns.

UX Designer (Contract), Lowe's Companies Inc

Aug 2015 – Feb 2017

Home improvement retail and IoT · B2C · Connected home, web and mobile

Designed connected-home experiences for Lowe's Internet of Things initiative and built the design system, wireframes and prototypes spanning web and mobile.

- **IoT and connected home:** Designed experiences for smart-home product discovery and setup as part of Lowe's connected-home initiative.
- **Design system:** Built a design system, wireframes and prototypes spanning both web and mobile platforms.
- **Brand consistency:** Created and maintained design style guides, assets and marketing materials used across the business.
- **Partnership:** Worked with the senior designer and development team on a range of projects as business needs shifted.

EDUCATION

BFA, Motion Graphics Design, Savannah College of Art and Design