

MEREDITH RAGSDALE

Design & Digital Experience Leader

Design Leadership | Product Design | Web & Digital Experience | Conversion & Analytics
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PROFESSIONAL SUMMARY

Design and digital experience leader with nineteen years building products and the teams behind them. Led 35 direct reports at Booking.com and 11 at Concentrix Catalyst, where I moved from consulting for Microsoft to leading design for a new agentic AI product group. I came up through design and engineering before management, so I still build full-stack websites and run the campaigns and analytics behind them through the studio I founded in 2019. Strengths: design leadership, design systems, A/B testing at scale, conversion optimization, web and digital experience, and aligning design, product, and engineering on what to ship.

CORE COMPETENCIES

Design Leadership & Strategy • Product Design • Design Systems & Component Libraries • Web & Digital / Customer Experience (CX) • User Research & Usability Testing • A/B Testing & Conversion Optimization • Web Analytics (Google Analytics) • Information Architecture • Accessibility • Cross-Functional Team Leadership • Global Team Management (35+ reports) • Mentoring & Talent Development • Agile/Scrum & OKRs • AI-Augmented Design

PROFESSIONAL EXPERIENCE

Sr. Group Manager, Experience Design

Concentrix Catalyst | Remote | September 2022 – September 2025

- Led experience design for a new agentic AI product group built for 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 single source of truth across 4 product suites.
- Built the team by pulling 11 designers from across the organization to staff the 4 suites; set the operating cadence of weekly 1:1s, design reviews, and quarterly goal check-ins across a globally distributed org.
- Spent the first 18 months leading a research consulting team embedded with Microsoft, hiring researchers into the engagement.

Founder & Principal Experience Designer

Stinger Studios | Mebane, NC | April 2019 – Present

- Own client websites end to end: strategy, UX, design, front-end and back-end build, hosting, and ongoing performance, using WordPress, Drupal, and custom HTML/CSS/JavaScript/PHP/React.
- Run analytics-driven Google and Facebook ad campaigns delivering a consistent 3:1 return on ad spend and 30%+ revenue increases for clients.
- Grew one client's site traffic 290% in six months through UX optimization, content restructuring, and SEO.

Director of Product Design

Booking.com | Amsterdam, NL | May 2017 – April 2019

- Identified an AdTech opportunity and built a team to design and engineer the Dynamic Creative Tool, an internal web product that lets non-designers build localized, programmatic ad campaigns at global scale, with the Booking.com design system built in.
- Took the team from one mid-funnel campaign every six weeks to twenty per week (20x velocity); shipped Booking.com's first mobile ad, first creative campaign A/B tested at scale, and the highest-ROI campaign to date.
- Aligned 50+ stakeholders across Marketing Communications and Tech, winning over a skeptical Marketing Science team with a working MVP. The tool is still in production at Booking.com today.

Senior Manager, Design and Development

Booking.com | Amsterdam, NL | December 2015 – May 2017

- Led 35 direct reports across 8 teams of designers, researchers, and front-end and back-end engineers; scaled the design and technical org 120% through global recruiting.
- Hired 250+ people during hyper-growth, building the recruiting and interview infrastructure for the technology department.
- Directed teams to hit conversion goals across the customer funnel, account areas, and booking flows on a platform processing 2 million bookings per day.

UX Design Lead

Booking.com | Amsterdam, NL | March 2013 – December 2015

- Led the design and build of global payment integrations directly into the Booking.com checkout, including Apple Pay, Google Pay, and Alipay, with product, engineering, and each payments partner.
- Ran UX audits, heuristic evaluations, and A/B tests to find and validate conversion optimizations across the booking funnel.
- Created the “Design for Frontend” training course that upskilled 200+ designers across the organization.

UX Design Lead

Duda | Palo Alto, CA | October 2012 – March 2013

UX Designer

PayPal | Baltimore, MD | June 2007 – July 2012

EDUCATION

Master of Arts, Advertising, University of Texas at Austin

Master Certificate, Digital Multimedia & Web Design, The Johns Hopkins University

Bachelor of Science, Advertising, Appalachian State University

TECHNICAL SKILLS

Figma • Adobe Creative Suite • Sketch • Miro • HTML5 • CSS • JavaScript • PHP • ReactJS • WordPress • Drupal • Git • Google Analytics • A/B & Usability Testing • JIRA • Asana • Trello • HubSpot • Agile/Scrum