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Meg Porter

Passionate product and design leader with over 15 years' experience creating viable digital experiences that solve the hardest problems across healthtech, fintech, edutech and regtech. My focus is building strong product teams and efficient processes in startups and scale-ups. I lead teams to positive outcomes with my expertise in product strategy, service design, user experience, and user research. I am excited recently by customer-led cooperative design partnerships, monetisation and pricing strategy, growth and product marketing.

Key skills

PRODUCT STRATEGY
STAKEHOLDER ENGAGEMENT
HIRING, LEADING + BUILDING
PRODUCT TEAMS
STORYTELLING
PRODUCT-LED CULTURE

CLEAR COMMUNICATOR
STRATEGIC PRIORITISATION
CUSTOMER RESEARCH
HYPOTHESIS-DRIVEN
PRODUCT ROADMAPPING
DATA-DRIVEN DECISIONS
AGILE + SCRUM LEADER

SERVICE DESIGN
INFORMATION ARCHITECT.
USER RESEARCH STRATEGY
X-FUNCTIONAL PRODUCT
DEVELOPMENT

EXPERIENCE

NOV 2022 - CURRENT
HEAD OF PRODUCT & DESIGN, VAULT PLATFORM

Strengthened product market fit and price vs. value positioning for Vault's core ideal customer profile.
- 200% increase of enterprise sales pipeline in the last year, a significant upstream movement - now our ICP enterprise customers make up more than 60% of sales pipeline
- Shifted focus to enterprise-grade features for Vault's Resolution Hub (enterprise portal) and new reporting apps — because they're our moat
- Steered central pricing co. to deliver new tiered pricing, and now earlier pricing conversations help us to disqualify well, and doubled down-funnel movement for enterprise customers
- Influenced Vault's strategic use of AI/LLMs to unlock key roadmap items, including transcription tooling and translation features, establishing Vault as an AI innovator in the ethics and compliance market
- Drove and delivered critical 'build-or-buy' decisions for HRIS integrations and CSV upload, identified that provisioning users on / off of the platform was a critical pain points for customers

Overhauled Vault's product strategy and prioritised a usable, unified roadmap for all tech functions, including non-customer-facing work
- Decreased time to delivery by 50%, with at least once-monthly feature releases to customers since June 2023 with Vault's first user research projects, design partnerships, pilots, and beta programs, and a fresh go-to-market playbook
- 100% of customer design partners have up-tiered or purchased the products they've helped to build as beta participants
- Spearheaded collaborative implementation and design partnerships which directly resulted in signing Vault's largest strategic customer >100K employees) — building trust in the platform's flexibility and the team's ability to deliver and meet their unique requirements.

Built and developed product and product design teams, **product development lifecycle and agile practices at Vault**, doubling points delivered and sprint goals achieved when Product Management took over scrum management.
- Delivered a new atomic design system for Vault, increasing speed of design delivery and frontend development speed and quality

MAY 2021 - CURRENT
PRODUCT & DESIGN LEADER, MEG PORTER DIGITAL - CLIENTS INCLUDE: CTRL, PROJECTS BY IF, UP LEARN, MOJO, VAULT PLATFORM

Strategic product and product design leadership
- Shortened time to delivery - eg. at Vault by 4x and reducing fluctuations in product estimates by 3x
- Led leadership-team roadmap prioritisation of product roadmap, taught teams how to recognise and discuss risks and tradeoffs
- Introduced lean documentation and decision logging, for transparency — turns unknowns into knowns for better decision-making
- Developed the design partner engagement model for seamless co-creation and feedback

Designed hiring and team processes which fit business' unique needs
- Developed hiring framework and successfully hired key product and design roles across various client teams, shortening hiring time by 3x and saved teams 10K on average per hire
- Established cohesive, trusting, safe product team cultures and fostered best practices in product management and product design and collaboration between engineering, product and design teams
- Mentored designers and PMs, refining requirements and delivery practices, so they can deliver value autonomously in < 3 months of start date.

Hands on delivery work and just-in-time product and user research
- Delivery of design systems for consistency and efficiency - eg. cut Vault's FE development time by half
- Delivered valuable product insights, architectural diagrams, and go-to-market strategies to align commercial and product functions around shared growth strategy
- Created service and UX flows to refine product strategy and minimum viable product offering
- Foundational user research practices, briefing, scripting and facilitating research, synthesis and subsequent updates to the product in light of findings

JUN 2019 - MAY 2021
PRINCIPAL PRODUCT DESIGNER, SKYSCANNER PRICING DESIGN LEAD / TRAVEL INSURANCE DESIGN LEAD
Shaped and led a new pricing design function, partnering with Senior Director of Pricing, product management, product marketing, data, and research functions
- Outlined goals, vision, and plan for what pricing design means at Skyscanner

Became Skyscanner pricing design evangelist — principles, infrastructure, and rigour across org
- Delivered patterns and principles teams could easily use for things like discount labelling, coupons, and frameworks for new offers/promotions or exploratory cross-selling components
- Brought consistency and predictability in experimentation by influencing product decision-making across various teams under the pricing umbrella
- Lobbied and saw the creation of Skyscanner's first merchandising design team, and set out the initial goals and principles with the team
- Mentored and led other designers in using repeatable facilitation methods and communication techniques for collaboration alongside their PM and PMM counterparts

Brought a new product —Skyscanner Travel Insurance to the market as product design lead
- De-risked tradeoffs quickly, shortening time to launch to a number of weeks during COVID pivots at Skyscanner - determining MVP functionality, go-to-market positioning, launch metrics, and setting milestones for further phases of delivery
- Instigated and conducted user research, product research, and gathered data necessary to strengthen PMF, understand market appetite and build the go-to-market strategy with commercial, product, and product marketing functions
- Shaped design brief and design delivery management up to launch
- Built a repeatable process for building and launching new products within Skyscanner's travel marketplace

APR 2019 - JUN 2019
LEAD PRODUCT DESIGNER, STARLING BANK
- Audited several key flows in the product and identified opportunity areas and shaped/led experience briefs for several new product/services within the small business banking product

NOV 2017 - FEB 2019
PRODUCT MANAGER, DOPAY (FINTECH STARTUP, LONDON / CAIRO)
Assembled and led a cross-disciplinary team to design and overhaul commercial ops model, in response to customer pain points and KPIs - for faster, safer, painless onboarding. Cut onboarding time from 3 months to 3 days, and enabling the business to quadruple the number of customers it could conceivably onboard and launch on the platform.
- Coordinated third-party engineering team's involvement in the design and implementation of a new SalesForce org and instance to support new operational processes
- Facilitated in-person, hands-on workshops in Cairo to design, test and iterate sales and CS operational processes and tooling, provided training to team in Cairo

Delivered timely, business-critical product and change aimed at our cost-to-serve metric and pain points discovered in customer research
- Delivered mobile app for corporate customers and their employees on Android and iOS, PM lead on a xfunctional team
- Conducted growth-hacking experiments, including updating our sales strategy: crafted a fresh demo story, nurture and account-based solution selling, and a more structured handover to CS
- Planned and facilitated all product research and discovery, then followed up by collaborating to deliver impactful product updates
- Developed efficient product development process and key hires in product and product design

SEP 2017 - NOV 2017
PRODUCT DESIGN LEAD, DOPAY

OCT 2016 - FEB 2017
PRODUCT DESIGN LEAD, LANTUM (HEALTHCARE STAFFING STARTUP)

APR 2016 - JUL 2016
LEAD PRODUCT DESIGNER, DELIVEROO

AUG 2014 - MAR 2016
LEAD PRODUCT DESIGNER, EF EDUCATION FIRST

NOV 2012 - AUG 2014
LEAD PRODUCT DESIGNER, ALBION CO (ALBION LONDON)

JUN 2012 - SEP 2012
DESIGN CONSULTANT, GLOBAL UX TEAM, GENERAL ELECTRIC GLOBAL UX CENTER OF EXCELLENCE (SAN RAMON, CA)

MAR 2011 - JUN 2012
UX DESIGNER, GENERAL ELECTRIC HEALTHCARE (SALT LAKE CITY, UTAH)

EDUCATION AND AWARDS

- Reforge certificates in Pricing and Monetisation Strategy 2023, Product Strategy 2023, Effective Customer Research 2024
- B.F.A. Graphic Design, Brigham Young University, Provo, Utah [Apr 2009]
- Winner, Consumer Services Category, Meaning-Centered Design Awards, [Dec 2018] Print Design Magazine's Best in Motion Graphics for Typofile 5 Opening Credits [Summer 2009]