Wade Meredith

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A creative and technical leader with over fifteen years of experience designing, engineering, and delivering software solutions. Has worked in almost all creative and technical individual contributor roles in the software development lifecycle. Two years team management experience. Six years team lead experience. Proven track records in software engineering, marketing, and design. Generalist that can own solutions from end to end with deep expertise in experience design and team leadership. Skilled as a consensus builder, facilitator, and mentor. Adept at people development and communications.

Core Competencies

Experience Design | Product Development | Marketing Technologies | Software Accessibility | Software Engineering | Software Engineering Management | Software Accessibility | Agile and Lean Project Management | Data Driven Decision Making | Team Leadership | Technical Recruiting | Conflict Resolution | Problem Solving

Experience

Nelnet Business Services – Remote, USA   **03/2022 – 05/2024**
Software Engineering Manager
Helped define technical product vision and strategy for a B2B SAAS product with 3.2 million end-users across 35,826 clients.
- Developed and prioritized technical product roadmaps, leading multiple Agile teams in the design, development, and deployment of a payment platform processing over $100,000,000 annually.
- Consulted on product feature scope and technical requirements, including security permissions, and identity management.
- Delivered software solutions through evidence-based product planning, resulting in a less than 5% error rate in delivery projection.
- Was a key member of a process change management team charge with adopting AI tooling such as Github Copilot and ChatGPT into production workflows.
- Played a lead role in recruitment, onboarding, and mentorship of software engineering teams, increasing team retention and fostering a collaborative work environment.

VML – Kansas City, MO   **01/2020 – 02/2022**
Associate Director, Marketing Technology
Acted as an integrated marketing technology specialist, delivering high-quality branded experiences for clients such as Ford Motors, T-Mobile, and Pfizer.
- Used market research to develop cohesive content marketing strategies for a multinational pharmaceutical client with over 55 global products.
- Led a process transformation team to optimize e-commerce systems design for a Fortune 50 client, implementing process automation through middleware creation, and achieving $500,000 in quarterly operating cost savings.
- Advocated for and implemented modern workflows in video production for a global brand, utilizing DRY and KISS programming principles, drastically improving marketing content time-to-market by 960%.
- Contributed to the enhancement and expansion of brand strategy, brand standards, and style guidelines for multiple Fortune 500 clients, resulting in improved brand consistency.
- Designed and implemented training systems for internal content marketing management tools, improving user proficiency.

Fire Engine RED – Remote, USA   03/2013 – 04/2019
UX Director
Championed user-driven product design for the flagship B2B SAAS product, creating wireframes, prototypes, and ensuring intuitive onboarding and support.
- Led UX design for an enterprise CRM, translating complex requirements into user-friendly designs, contributing to 200% sales growth over three years.
- Built and led a top-tier UX team, fostering collaboration between marketing, design, software engineering, sales, and other stakeholders, which improved project delivery.
- Conducted market research and competitive analysis to inform product design decisions, enhancing team productivity by 30% with improved style guides, brand assets, UX tools, processes, and training.
- Established KPIs to highlight user success, inform design decisions, and plan product roadmaps while reporting directly to the CEO.
- Led the experience design of key software platform features such as data imports/exports, identity management, cyber security, role creation, permissions, data reporting, web accessibility standards.
- Rapidly prototyped front-end interfaces using Javascript, HTML, and CSS, reducing development time by 25%.

Voltage Creative – Kansas City, MO   03/2006 – 02/2012
Designer | Software Engineer | Project Manager
Played multiple roles including designer, web developer, account manager, sales rep, and project manager over six years at a B2B and B2C integrated marketing agency, contributing significantly to a 100% agency growth rate during my tenure.

Healthbolt.net – Kansas City, MO   01/2005 – 07/2006
Creative Director
Utilized content marketing strategies to build a multimedia platform from scratch, achieving 2.5 million recurring monthly page views, and successfully orchestrated its acquisition by b5media.

Walton Construction – Kansas City, MO   08/2003 – 03/2006
Marketing Assistant
Managed production design for a large national general contractor over two years, assembling bids, creating marketing collateral, and supporting various marketing initiatives.