Adria Meira

Cambridge, MA | +1 617-201-8218 | adria_meira@gsd.harvard.edu | LinkedIn | Portfolio

EDUCATION

Harvard University – Graduate School of Design **Cambridge, MA**
Master in Design Studies 2026

• Awarded the Fairbank Center for Chinese Studies Research Grant to conduct field research in Taiwan on how the Ministry of Digital Affairs designs civic participation
• Designed a card game for the City of Boston Planning Department to spark intergenerational conversations in Vietnamese American neighborhoods.
• Led stakeholder mapping for the Municipality of Cerro de Pasco, Peru, defining how to engage each stakeholder and connecting the city's Urban Development Plan 2033 to a development framework.

University College London – The Bartlett School of Planning **London, UK**
Short Course in Civic Design 2024

• Facilitated two days of in-person workshops with residents of Trellick Tower and Edenham Estate, using participatory action research to map pain points and a service journey.
• Co-designed a resident-led procurement process with the community.

State University of Campinas – Arts Institute **São Paulo, Brazil**
Bachelor of Arts in Communications & Media Studies 2016

• Designed a digital platform where Rio de Janeiro residents co-created a mayoral program through a forum organized by theme and neighborhood. Marcelo Freixo reached the runoff with 1.16M votes (40.6%).

UX & PRODUCT DESIGN EXPERIENCE

Senior Product Designer @ Eddi Feb - Mar 2026

- Built interactive prototypes across three features in Claude Design
- Conducted research to identify pain points and redesign a grant-matching flow, reducing its steps by 40%
- First design hire of the company, initiating its design system and partnering directly with the CEO

Senior Product Designer @ IORQ (Summer Internship) Jun - Aug 2025

- Increased conversion by 37% by mapping and redesigning financial-operations flows as sole designer during the consolidation of 3 platforms into one
- Reduced inconsistencies across the product by laying the groundwork for the company's first design system

Product Design Mentor @ DesignLab Nov 2022 - Aug 2024

- Guided junior Product Designers through projects and provided career advice

UX Designer, AI Tools @ Pyxos AI Dec 2023 - Jul 2024

- Conducted UX research to design an AI compliance agent for privacy-policy analysis from zero to launch, achieving a 78% completion rate
- Maintained and expanded the design system

Product Designer, Fraud/ Risk & Payments @ OKX Oct 2022 - Feb 2024

- Increased identity-verification rates by 63% by redesigning KYC flows according to compliance requirements and UX design best practices
- Drove over $7M in deposits by leading the design of a payments flow
- Co-led an accessibility audit that mapped 150+ WCAG 2.1 / 2.2 issues across web and mobile

Product Design Mentor @ Awari Mar - Nov 2022

- Guided junior Product Designers through projects and provided career advice

UX/ UI Designer → Product Designer @ Cobli Nov 2019 - Feb 2022

- Designed a new paid field-services product, adopted by 32% of existing customers
- Managed the design-system team, documenting 6+ components in Zeroheight with Storybook integration
- Mentored 2 junior designers; ran weekly design critiques with cross functional peers,, and hosted design talks with practitioners from other companies
- Increased landing-page conversion by up to 74% through iterative design and A/B testing

ADDITIONAL EXPERIENCE

Research Assistant @ Harvard University – Graduate School of Design Feb 2025 - Present

- Transforming research for a forthcoming book into visual narratives.
- Designed the author's academic website and developed her Wikipedia presence.

Design Researcher @ City of Somerville, Office of Immigrant Affairs (Summer Internship) Jul - Aug 2025

- Led ecosystem mapping research focused on immigrant-serving organizations across the Greater Boston region, collaborating with service providers and community organizations.
- Designed and implemented qualitative research protocols.

Communications Assistant @ Harvard University – Berkman Klein Center Nov 2024 - Sep 2025

- Created graphic materials to support research dissemination and community engagement.

Design Lead, Political Campaigns & Civic Platforms @ Political Party Jul 2014 - Nov 2019

- Contributed to the election of a Congresswoman, elected with almost 250k votes, by designing her campaign's branding, campaign tools and digital platforms
- Contributed to the election of a City Councilor, elected with 8,354 votes as the city's 9th most-voted candidate, by designing his campaign's branding and digital materials
- Mentored 2 junior designers

TRAININGS

Designing for Local Government @ Stanford University 2025
Successful Stakeholder Relationships @ Nielsen Norman Group 2023
Persuasive and Emotional Design @ Nielsen Norman Group 2023
Measuring UX and ROI @ Nielsen Norman Group 2023
Digital Accessibility @ Mergo 2021
Enterprise Design Thinking Practitioner @ IBM 2021