

Contact

megan.dell@gmail.com

www.linkedin.com/in/megandell
(LinkedIn)

www.megandell.com (Personal)

Top Skills

User-centered Design

Usability Testing

Information Architecture

Languages

Japanese (Elementary)

Megan Dell

Design leader | UX & service design | Leading teams into AI-native ways of working | 20 years in UX

Greater Melbourne Area

Summary

I'm a design leader who cares about two things: the experiences customers have, and the teams who create them. I've worked in UX for 20 years, the last decade leading design at 99designs and Vista (VistaPrint). I joined 99designs as Head of UX in 2016, grew the team from 5 to 20 through the Vista acquisition, and went on to lead UX across multiple product domains as Senior Director, with team members in Melbourne, India and the US. What I'm known for:

- Building teams people want to be part of. Hiring, growing and promoting designers, and keeping teams steady through acquisitions, restructures and a lot of change.
- Connecting the dots across complex services. Most customer problems don't live inside one team. I've worked across digital products, customer care and expert design services, and I'm drawn to the joins between them, which is exactly where service design lives.
- Leading teams into an AI-native way of working. As part of a small UX leadership team, I've helped a 50+ person UX organisation adopt agentic workflows and AI prototyping, while keeping craft and human judgement at the centre.
- Making things happen without a budget. When there was no funding for external conferences, I created UXperts Among Us, an internal conference that gave our global UX community a place to teach, learn and connect. I speak regularly about design leadership and service design, including an upcoming talk at WebExpo Prague in 2027. I'm happiest helping teams find clarity in messy, cross-functional problems, and helping people do the best work of their careers. When I'm not designing, I'm running marathons, slowly learning Japanese, and being supervised by two Shelties and two cats.

Note: if someone claiming to be me contacts you on Telegram, it's a scam. Please don't send money or do design work for them.

Experience

Vista

Senior Director of UX

August 2023 - Present (3 years 3 months)

Melbourne, Victoria, Australia

99designs

7 years 5 months

Senior Director of Design

April 2021 - August 2023 (2 years 5 months)

Melbourne, Victoria, Australia

Director of Design

June 2018 - April 2021 (2 years 11 months)

Head of UX

April 2016 - June 2018 (2 years 3 months)

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REA Group

1 year 7 months

User Experience Lead - Mobile Apps and Personalisation

July 2015 - April 2016 (10 months)

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UX Lead for native iOS and Android apps.

User Experience Lead - realcommercial.com.au

October 2014 - July 2015 (10 months)

Melbourne

Australia Post

Senior User Experience Designer (contract)

August 2014 - October 2014 (3 months)

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MYOB

2 years 3 months

Head of UX

September 2012 - August 2014 (2 years)

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UX Designer

June 2012 - September 2012 (4 months)

Tigerspike
UX Designer
March 2012 - June 2012 (4 months)
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Stamford Interactive
UX Consultant
October 2010 - March 2012 (1 year 6 months)
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A selection of previous clients include Sensis, YellowPages, Cbus, CGU, RMIT, ANZ, VTAC.

Suncorp
ECommerce Business Partner
August 2009 - September 2010 (1 year 2 months)
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Suncorp
Website Administrator
2005 - 2009 (4 years)
Greater Melbourne Area

Education

Institute for Design, Entertainment, and the Arts
Diploma of Arts: Graphic Arts, Graphic design, fine art, photography, printmaking, typography · (2003 - 2004)