



Drew Mayer

PRODUCT DESIGNER · UX · INFORMATION ARCHITECTURE

Atlanta, GA · (973) 903-1686
drewmacfarlane10@gmail.com
drewmayer.com · LinkedIn

Product designer with 10+ years designing and improving digital experiences for global brands including Nasdaq, UPS and The Weather Channel. I turn complex products, information and workflows into intuitive experiences through interaction design, information architecture, prototyping, content strategy, usability testing and analytics.

40% → 92%

Forrester UX score, UPS.com redesign across 220+ sites

60%

of Nasdaq.com's new sitemap designed and built

110 → 8

pages after consolidating The UPS Store site

Webby

2024 Honoree, Best User Experience

EXPERIENCE

Nasdaq

June 2025 – Present

UX Content Designer

- Owned the design, prototyping and buildout of 60% of Nasdaq.com's redesigned sitemap and information architecture, contributing to the Q3 2026 launch.
- Restructured navigation and information architecture across the redesign; led a content audit that retired or consolidated about 15% of pages.
- Created content-first Figma prototypes that integrated UX copy and interaction decisions, cutting stakeholder review cycles by 25%.
- Used analytics and 12+ usability sessions to refine the sitemap; defined Drupal CMS requirements that cut update time by 40%.
- Led a Content Management Team of four Web Production Specialists.

Intercontinental Exchange (ICE)

May 2024 – May 2025

Marketing Manager, Futures

- Led UX content strategy for ICE.com's Futures experience, restructuring complex information and user flows to improve clarity, navigation and self-service; conducted stakeholder interviews to identify pain points.
- Partnered with UX/UI designers to restructure complex data tables and charts for accessibility and clarity, and connected daily clearing tables to the database so they update automatically.

UPS

Nov 2019 – Mar 2024

Senior Web Content Designer / UX Team Lead

- Led UX and content design for the global UPS.com redesign spanning 220+ sites, contributing to a Forrester UX score increase from 40% to 92% and a 2024 Webby Award Honoree recognition for Best User Experience.
- Partnered with UX, product, engineering and business teams to design and launch component-based experiences across a global digital ecosystem.
- Redesigned The UPS Store information architecture, consolidating a 110-page site into an 8-page experience and reducing ongoing maintenance by 75%.
- Established scalable UX patterns and editorial standards across UPS.com; mentored and trained 15+ team members in UX, CMS and accessibility.

The Weather Channel

Oct 2015 – Feb 2019

Digital Editor

- Designed and optimized desktop and mobile experiences using audience behavior and engagement data, increasing click-through rate by 22%.
- Managed digital workflows for a newsroom producing 100+ stories weekly; reported on hurricanes, floods, wildfires and climate change, and produced award-winning experiences including the Exodus: Climate Migration Crisis series.

EDUCATION

Florida State University

Bachelor of Arts, Journalism

2011 – 2015

SKILLS

PRODUCT DESIGN

Interaction Design
Information Architecture
User Flows
Wireframing
Prototyping
Usability Testing
Design Systems
Accessibility

RESEARCH & STRATEGY

User Research
Content Strategy
A/B Testing
Analytics
Content Audits
Stakeholder Interviews

TOOLS

Figma
Drupal
AEM
CMS Architecture
Agile

SELECTED PROJECT

Line Change

Designed and built a hockey performance tracker for iPhone, Apple Watch and web that turns heart rate into shifts, time on ice and effort.

[See the case study →](#)

AWARDS

Webby Award Honoree

2024 · Best User Experience, UPS.com

EPHY Award

2019 · Best News Feature

Edward R. Murrow Award

2017 · Best Network TV News Website

New York Press Club Award

2017 · Best Website, Hurricane Coverage

Associated Collegiate Press

2015 · Multimedia Story Finalist