Meredith Kench
User Experience Designer

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User Experience Designer | Design Systems, AI-Integrated Workflows, Complex Enterprise Products

Designer with extensive experience owning end-to-end design across complex digital products, from discovery and wireframes through prototyping, design system ownership, and developer handoff. Expert Figma practitioner with deep design systems experience and a track record of building scalable pattern libraries as the sole design authority on large product surfaces. Strong command of responsive and mobile-first design, form optimization, and error recovery flows. Integrates AI tools into daily design practice for rapid exploration, research synthesis, prototyping, and documentation. Brings a hands-on, detail-oriented approach and clear cross-functional communication skills to fast-moving product environments.

CASE STUDIES

Selected case studies from my work leading product design for Oracle Recruiting Cloud's candidate experience.

From Research to Direction: Redesigning the Apply Flow

B2B & B2C SaaS • Oracle Recruiting Cloud, Candidate Experience

Role

Sole designer and researcher, partnering closely with product management, engineering, QA, and Oracle's accessibility team.

Challenge

Candidates spent too much time manually filling out applications through a long, confusing flow. The process often forced them to open multiple pop-ups or navigate away from the page they were on just to enter data. Customers were seeing high drop-off rates as a result, and every abandoned application was a lost candidate for them.

My Insights

As I dug into the problem, I realized the core issue wasn't just the form length. It was that we were treating "the application flow" as one-size-fits-all, when different companies had genuinely different needs. Some wanted a single page with every field visible. Others wanted pagination to break things into digestible steps. A large group needed something faster than manual entry altogether, whether that meant parsing an uploaded resume into the form or pulling data directly from a LinkedIn or Indeed profile. There wasn't one right flow. There was a right flow for each customer's context.

My Process

- Reviewed product design, workflow, and customer feedback with the product management team.
- Conducted competitive analysis and worked with product management to define requirements.
- Created workflow diagrams, wireframes, and a scalable design pattern library in Figma with reusable components and variable colors for theming, along with high fidelity mockups and prototypes.

What I Built

That insight reshaped the whole approach. Instead of optimizing one fixed flow, I built configurability into the system so companies could choose the setup that fit their candidates best.

- **Easy Apply:** Candidates could upload a resume and let the system parse it into the fields, or connect a LinkedIn or Indeed profile, then fix only the one or two fields that didn't import cleanly. This simplified a multi-step process with many fields into roughly 3 to 4 steps with a minimal number of fields.
- **Adoption:** The easy apply configuration is used for candidates applying to Waste Management National Services Inc.
- **Manual Apply overhaul:** Improved navigation, accessibility considerations, design consistency, and the mobile experience across the entire flow.
- **Inline editing:** Every update happened directly on the page through expandable sections rather than popups or page navigation, so candidates never lost their place or context.
- **"Train stops" stepper:** Added a vertical stepper with labeled sections (for example: Contact Information, Address, Experience, Education, Supporting Documents and URLs, Skills, E-Signature) with a marker showing exactly where the candidate was, turning a long form into a set of clear, named stages.
- **Guided error fixer:** Walked candidates through each validation issue one at a time so they could resolve everything and submit without getting stuck.
- **Configurable branding and admin options:** Let customers set up the flow to fit their business needs and match their branding.
- **Enterprise adoption:** This updated apply flow is used by Oracle, Macy's, JPMC, Next, Hermès, Tiffany, Kroger, Albertsons, and Honeywell.

Outcome

- Customers using the Easy Apply configuration, including Waste Management, reported lower drop-off rates. Exact percentages weren't shared, but the qualitative feedback was consistent: candidates were completing applications they had previously abandoned.
- More configuration options let customers better meet the needs of their specific candidate pool.
- Shipped as the standard apply flow for every Oracle Recruiting Cloud customer, and Oracle uses it for its own external candidates.

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Design Systems that Scale: Configurable by Design

B2B & B2C SaaS • Multi-brand Design System • Oracle Candidate Experience

Role

Created, owned, and evolved the Candidate Experience (CE) design system as the sole designer on CE, partnering with product management, engineering, and QA.

Challenge

I inherited a few Sketch mockups with no design system behind them: missing screens and states, colors and fonts applied by hand, so inconsistent that every color had multiple values, and no layout structure. Many colors also failed contrast, and nothing documented accessibility.

My Insights

Some pages and elements had hard-coded hex values that broke the theme, so on dark sites, text could disappear white on white. Some areas of the product didn't pass contrast ratios. Spacing and input controls were inconsistent throughout.

What I Built

- A Figma system built from the ground up, with auto layout so engineering could generate CSS from the designs.
- Components versioned by release to keep each release's designs accurate.
- Opacity ramps that stretched a small theme into a larger palette.
- Components with variants that accounted for every state.
- Responsive type and layout, with a mobile version of every candidate element.
- Spacing rules across every page type.
- Designs tested in all 30 languages Oracle offered, including right-to-left, with width variations for languages with longer text.
- All of CE's iconography.
- Spec sheets for engineering.
- A working prototype with custom CSS that proved responsive type and images on a real CE site.

Outcome

One system covered every CE surface, from candidate pages to the admin tools customers used to build them, and every SaaS customer got its updates automatically. The default theme for candidate pages passed color contrast in light and dark mode. When CE added a Gen AI experience, I expanded the existing tokenized theme instead of starting over.

AI Job Fit

Oracle Candidate Experience

Role

Sole designer and researcher, partnering closely with product management, engineering, and QA.

Challenge

Judging fit meant reading each posting in full, so candidates worked through listings one at a time with no signal to prioritize by. On the other side, recruiters relied on manual screening to sort through applicants, which was slow and inconsistent at scale.

My Insights

Candidates could work out fit by reading, but only one posting at a time, and recruiters couldn't see it until they reviewed each application by hand. The opportunity was to surface fit earlier: while a candidate was still deciding where to apply, and before a recruiter had to look at every submission.

My Process

- Conducted competitive analysis and research into how fit and matching were handled elsewhere.
- Partnered with product management to define requirements and roadmap priorities, and worked with engineering and QA to ensure enterprise-grade quality.
- Created high fidelity mockups for both mobile and desktop.

What I Built

Introduced AI-powered job and talent matching, reducing time for candidates to scan through requisitions and reliance on manual screening for recruiters.

Outcome

- This project reinforced the importance of bridging AI innovation with human-centered design.
- By combining usability research with scalable design systems, we delivered a candidate experience that was not only functional, but engaging and impactful for both job seekers and employers, resulting in higher quality candidates applying to a requisition.