

Meaghan Curry

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I make digital things happen. With 10 years of experience sitting at the intersection of product strategy and digital production, I've led the end-to-end work of building and shipping complex platforms, campaigns, and learning tools — keeping cross-functional teams aligned, on time, and delivering across culture, innovation, and nonprofit sectors.

Experience

TOAST

Freelance Digital Strategist

Los Angeles, CA

Feb 2026 - Present

- Defined brand foundation including tone of voice and messaging framework for an experiential innovation agency
- Defined platform strategy and managed day-to-day social presence across LinkedIn and Instagram
- Produced written content spanning capabilities decks, pitch decks, and campaign copy

Victoria & Albert Museum (V&A)

Digital Product Manager

London, UK

Jun 2023 - Nov 2025

- Led product strategy and feature delivery for *Explore the Collections*, a web and mobile platform with 4M+ annual users showcasing 2.5M collection objects.
- Redesigned landing pages to improve discovery, increasing sessions 62% year on year and generating 63k onward clicks to objects and content in the first month post-launch.
- Integrated *Order an Object* service into the digital collection, building requirements and running delivery to exceed project goals by 25%, supporting 150k objects ordered in the first month post-launch.
- Delivered the *V&A East Storehouse Lookup* web app, linking in-gallery displays to digital app, outperforming industry benchmarks with 39% uptake and sustained visitor engagement.
- Owned day-to-day delivery across design, engineering, and content, coordinating milestones, QA, and launch readiness, and identifying optimization opportunities through analytics and user research.

Nesta

Digital Product Manager

London, UK

Nov 2022 - Jun 2023

- Shaped the digital experience across Nesta's website, aligning storytelling and design with organizational strategy.
- Created Nesta's first strategic digital roadmap, developing SOWs and detailed timelines to deliver products within scope and budget.
- Designed UX improvements for high-impact landing pages, applying website accessibility standards, improving navigation and increasing engagement with Nesta's research and ideas.
- Ran structured QA and UAT processes, enhancing product quality and ensuring digital products consistently met both user needs and business goals.
- Collaborated with cross-functional teams to translate complex policy and innovation work into accessible, engaging digital experiences.

City Academy

Head of Marketing

London, UK

Feb 2020 - Nov 2022

- Led digital transformation projects to design and deliver cultural learning experiences for 200,000 students annually.
- Launched an e-learning platform that generated 30k+ course sales in its first three months, expanding access to arts education and reshaping the student experience during the pandemic.
- Directed a full website redesign, enhancing course discovery and learning journeys, with measurable improvements to conversion and engagement.
- Delivered a React-based CMS to optimize content creation and onboarding, improving speed, consistency, and staff experience.
- Partnered with creative leads and instructors to translate in-person learning into digital formats, blending storytelling into accessible online courses with improved NPS.

City Academy

Website Manager

London, UK

Nov 2018 - Feb 2020

- Led digital product strategy and user experience design for student portal.
- Introduced agile sprint cycles and user feedback loops to optimize the site.
- Developed and structured course catalogue, combining UX design and storytelling to create engaging educational content to support conversion.
- Improved site navigation, content structure, and delivery processes, enhancing the student journey across touchpoints.

FITCH, WPP
Global Marketing Coordinator

London, UK
Oct 2017 - Sep 2018

- Coordinated marketing efforts across global teams, supporting a significant brand refresh and driving content strategies for digital channels.
- Facilitated workshops to gather requirements for internal tooling, supporting digital transformation and improving agency operations.
- Created and executed social and web content for digital channels.
- Managed award submissions and acted as the editor for case studies.
- Collaborated with global marketing teams to ensure brand consistency and impact across digital estate.

Cancer Research UK
Digital Marketing Intern

London, UK
Mar 2017 - Oct 2017

- Contributed to the Stand Up To Cancer campaign by supporting digital marketing efforts
- Conducted user testing for campaign microsites, ensuring a smooth and engaging user experience.
- Designed supporter and acquisition email communications, driving fundraising and awareness for the campaign.
- Created campaign collateral and supported communication strategies to boost fundraising efforts.

Bagshawe Design
Digital Content Editor

London, UK
Jun 2016 - Jan 2017

- Created and managed website content to enhance the studio's digital presence, integrating UX thinking and leveraging SEO strategies.
- Digitized an archive of design materials artifacts using cataloguing best practices

Education

Node Center for Curatorial Studies

2025 - 2026

International Curatorial Program

Online

University of Exeter

2013 - 2016

Bachelor of Arts, History of Art and Visual Culture (Achievements: 1st Class with Honours)

Exeter, United Kingdom

Certifications

AI Product Management, Reforge

2025

User Experience (UX) Design Immersive, General Assembly

2019

Skills

OKRs and KPI definition; discovery and requirements (market research, research synthesis, user journeys, user testing); stakeholder management and cross-functional leadership; agile delivery and sprint planning; backlog management and prioritization; QA/UAT planning and execution; release planning and launch readiness; CMS publishing operations and content workflows; information architecture and navigation design; accessibility (WCAG) and mobile-first quality; experimentation and optimization; analytics implementation and performance reporting; vendor/partner management; workshop facilitation and decision-making.

Tools

Jira; Confluence; Asana; Trello; monday.com; Google Docs; Notion; Figma; FigJam; Miro; UserTesting; Airtable; GA4; GTM; Hotjar; Amplitude; Looker Studio; Optimizely; WordPress; Drupal; Zendesk; Salesforce Service Cloud; GitHub; Adobe Creative Cloud; Slack; Google Workspace

Languages

English

Native

Spanish

Native