



MEGAN FINALY

INTERNATIONALIZATION & LOCALIZATION

PROFILE

Localization and UX professional. Experience driving core marketing disciplines—web, events, PR, email campaigns, social media, partners, and channels. Builds relationships with engineering, design, product development, QA, and finance. Creative, positive team member who likes bringing distributed teams together across a shared project.

EDUCATION

University of Washington,
Global Tech. & Comm. Mgmt
Certificate, HCDE

UT Knight Center,
Infographics & Data Vis Certificate

Lewis & Clark College, BA

I P O s

Tableau Software
2013

Coffee Equipment Company
2008

Was the initial designer at CoEqCo, the inventor of the Clover, that was ultimately sold to Starbucks in 2008. Logo concepting and website. 13 FTEs. I experienced the full life-cycle of a startup.

CONTACT

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EXPERIENCE

TABLEAU SOFTWARE

INTERNATIONAL MARKETING AND LOCALIZATION

Jan 2013 - Apr 2015

My first year at Tableau as international marketing coordinator, I supported the overall globalization efforts for our products. including planning, content localization, LOC program development and sales enablement. Our gross sales have more than doubled every year. The second year, was promoted to LPM under the Marketing Operations team. I managed the localization of the corporate website, product marketing, launch support, events materials, on-demand training videos, and communications.

Researched, audited and on-boarded new translation and multimedia vendors

Researched Translation Management Systems.

Interviewed and hired a systems engineer

Customized SDL WorldServer, processing 80% of company content.

Created DTP and linguistic style guides

Created a robust term database for product and industry related terminology

Built team KPI dashboards in Tableau software.

Provided accurate actuals and budget forecasting

Tripled our volume of translated content throughput while doubling our budget.

Managed teams of internal and external reviewers and editors

Set up vendor and linguistic QA, using score card method.

ASHBURY DESIGNS

DESIGN AND LOCALIZATION

Sep 2010 - Jan 2013

I helped companies create positive and memorable end-to-end user experiences for their consumers around the world.

REI

DESIGNER

Redesigned the stewardship section of REI website; built out wireframes; solved UI challenges. Concepted, researched, designed 4 infographics

GROUPON

UX DESIGNER

Computational marketing for SEM. A/B tested new feature sets; worked on design of merchant pages, 1-click offers, subscription entry pages for mobile app.

UPTOP

UX DESIGN

Redesigned Thriftbooks.com and Heritage.edu, conducted stakeholder interviews, created user profiles, built out wireframes, produced visual designs, redlines, and style guides.

A W A R D S

American Graphic Design Award:
SGI Customer Services branding

I N T E R E S T S



Ultimate frisbee
Volunteer coaching LP2
Wax encaustic art
Traveling

OPTIFY PROTOTYPING

Researched and designed a dashboard application for tracking business intelligence to be used by marketing teams, sketched, built prototypes and final visual design.

CONTOUR CAMERAS LOCALIZATION

Localized all product packaging for Asian markets.

AMAZON.CN LOCALIZATION

Localized all user-interface strings for launch site.

AMAZON INTERNATIONAL DESIGN AND LOCALIZATION

May 2000 - Nov 2004

Led the design of the Amazon Japan and Canada websites.

Hired, trained and managed two designers in Tokyo.

Did planning/scoping/launch for Japan and Canada sites.

Worked on information architecture for all Amazon sites.

Addressed UI design issues for bilingual sites.

Launched Wish List and Listmania for JP, CA, FR, DE, and UK sites

Branded first year of seasonal gift stores for JP and CA.

Launched JP Associates, Music, Video, DVD, Software, Games, Foreign Books, Mariners store.

Led the localization of JP seller marketplace, single-page checkout, C.O.D. (Cash On Delivery), Your Account area. C.O.D. accounted for 45% of new customers.

Led launch of Amazon Jewelry store.



S K I L L S

LOCALIZATION



MARKETING



VISUAL DESIGN

