

# Carolyn McCarthy

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## Summary

For over 20 years I have been dedicated to the art and science of great design. I believe in the analog dream that starts on a post-it note and then becomes an unforgettable digital experience.

## Skill Set

User Experience  
Personas  
Mobile Design  
Documentation  
Usability Testing  
Wireframes  
Responsive Design  
Graphic Design  
Lean UX

HTML 4/5  
CSS 2/3

Figma  
Adobe Creative Cloud  
Sketch  
InVision

## Education

Academy of Art  
Computer Arts &  
New Media  
Jan. 2009 - June 2010

Art Institute of  
Pittsburgh  
Graphic Design  
Jan. 2007 - Dec. 2008

Fox Valley Technical  
College  
Programming/Analysis  
Jan. 2000 - May 2002

## UX Experience

UX Designer | Rose International Inc. | Jan. 2020 – May 31, 2024

- On assignment with Bayer to provide User Experience design and research for their internal applications ranging from large data models, genomic editing, product design, UX guidance on the deployment of Natural Language AI features, dashboarding and many more within the realms of research and development for new agricultural products, field testing and greenhouse studies.
- Deliverables for various projects included, interactive prototypes for web and mobile, static UI application flows for developers, application workflows, large scale diagrams of intricate processes, extensive documentation of UX principles and mobile best practices, user testing results including video and written analysis, design specifications and presentation graphics for large scale conferences.
- Won several in house awards for application and mobile design innovation and led an internal Tech Talk on UX Basic Principles for Developers.
- Participated in several Hack-a-Thons as Mobile Designer, leading to the creation of iTrack Habitat and a Design-a-Thon showing a five year futuristic version of an AI based on-boarding experience mixing vTuber rigging technology and natural language based chat system.
- Mentored several promising high school UX Designers as part of the SPARK program, including portfolio reviews, mock interviews and presentations about the role of UX today and where it is going in the future.
- Conducted UX reviews and UI Inventories of legacy systems which provided feedback for some quick development fixes and areas that would require more resources to fix for better user experiences. When necessary, also provided mockups of redesigns to better fit within branding guidelines and best practices.
- Redesigned outdated systems to account for newer user needs and new scalability for growing data sets.
- Introduced new design patterns that innovated current applications and brought high levels of user satisfaction to the ease and less intrusive feeling of their current workflows. These patterns included, revamp of the use of modals and their animation from “pop up” to slide in, breaking down of complex systems into siloed smaller segments instead of massively overly complicated UIs and the addition of Quick Save as a new application norm to give users on the go the flexibility to pick up work again without redoing.

## UX Designer | TDK Technologies | April 2019 – Sept. 2019

- On a temporary project with Graybar to provide User Experience research and design for their evolving e-commerce platform and emerging Design System
- Deliverables for the project included, persona templates, journey mapping, printed large scale interaction flowcharts for desktop and mobile, wireframes for various systems, and research papers based on site analytics, projected industry trends, user profiles, & competitor analysis
- Other tasks on project have included: reading through vendor produced interviews and analysis to draw conclusions and expectations of user needs, industry research into BIM, Revit, and BIM 360 Integrations to help bring new ideas to construction supply commerce, working with stakeholders to bring their ideas and the user needs into a focused presentation, creating a content outline and methodology of a Graybar Design System and collaboration with development teams to see ideas come to life.

## UX Designer, HTML/CSS Developer | Tangentia | Aug. 2018 – Jan. 2019

- On a temporary discovery project with Prolifics and BMO Harris, Transportation Finance to provide User Experience support and HTML/CSS for the redesign of their credit and leasing system
- Deliverables for the project included, 96 HTML wireframes to be used by Angular developers, finalized Visual Designs for business and stakeholder approval, branded CSS in compliance with BMO Harris branding standards and the driver of a fully responsive web application. Wireframes constructed with Bootstrap 4.1 and tested across tablet, mobile and desktop to ensure a seamless user experience across all platforms, including print
- Other tasks on project have included: designing error flow processes, working with developers to train them in implementing wireframes into Angular, running a bug defect list, working with additional teams to help guide them into newer web standards

## UX Designer | Tangentia | Jun. 2018 – July 2018

- On a temporary discovery project with Prolifics to provide User Experience support for Humana and the redesign of their internal error resolution application system
- Read through their current documentation, project requirements, project scope, branding guidelines and gathering data on the demographics of their call center employees
- Deliverables for the project included, Design Methodology guidelines documentation, a Style Guide for the UI Developer, wireframes to accompany the research, archived versions of all the wireframes and all sketches/notes in relation to adjustments and client feedback

## Sr. UX Designer | R Systems | Feb. 2017 – May 2018

- Working alongside Apptium Technologies to provide User Experience support for application development for clients including; Comcast, Telus, Government of Canada, Valet Living, Freedom Mobile and Apptium Bonito Platform
- Created over 100 wireframes detailing out the various aspects of the Telus/Government of Canada, Service Request, Work Queue Management, Request for Quote and System Administrator controls to enhance their current system. Wireframes compensated for both English and French.

- Redesigned and expanded a workflow modeling system for Comcast based on user research, usability studies and interviews with the core customer service team responsible for call center scripts, problem identification and troubleshooting guides.
- Provided mobile application design concepts and user onboarding methodology for customer engagement for Valet Living. Including original artwork, marketing center presentations for shareholders and wireframes for interaction elements
- Provided insight and wireframes on a POC for Freedom Mobile for in-store agents, laying out the ground work for an Omni Channel Experience
- Worked with internal teams on their next multi-level application aimed at developers and designers to quickly build robust applications for customer facing and internal use applications
  - Wrote and analyzed a robust technology use questionnaire, aimed at understanding how various potential heavy uses of this project use technology in both their work and daily life
  - Designed 3 personas for the project including, System Developer, UI Designer and Project Manager
  - Developed an interaction flow schema for combining multiple applications in one
  - Worked with internal teams in understanding the parts and uses of each component inside the application and the technologies behind each one
  - Drafted a style for the application utilizing Microsoft Fluent Design principles and guidelines
  - Assisted in writing a video script targeted for potential new customers

#### Sr. UX Designer | Cloud Technology Partners | Jun. 2016 – Nov. 2016

- Worked with HERE to develop the user experience for a web based application to create, monitor, filter and process EMR and Storm clusters on behalf of the BMW Group.
  - Created storyboards for user interaction in the creation of clusters, assigning roles to user, adding new user and managing policies
  - Created four distinct personas of the typical end users including; User Administrator, Software Developer, Data Scientist and Mechanical Engineer
  - Lead several Ideation exercises for the creation of workflows
  - Created over thirty wireframes of the application using Bootstrap elements
  - Worked within an Agile environment designing elements one sprint ahead of targeted development goals
- Worked with an internal Cloud Technology Partners team in refining and defining the role of UX Designers in new projects and experience design methodology.
- Worked with Price Waterhouse Coopers and Oscar W. Larson Co. on providing the user experience for both a desktop and mobile application that allows for service ticket tracking and cost analytics.
  - Created two personas of the typical users for the dashboard; District Manager and Store Manager
  - Created initial user flow covering basic tasks
  - Developed three storyboards to capture likely scenarios and comparing the current workflow to how the addition of the application will improve efficiency, accuracy and save time

- Developed all wireframes for application including grey scale interactive PDFs and branded wireframes for the look of the application
- Ran daily meetings going over the checklist of items in preparation of the initial soft launch, also did application testing and error tracking

#### Sr. UX Designer | Silver Star Brands | Jan. 2016 - March 2016

Involved in the redesign of six different merchant sites in preparation of using a new e-commerce platform, drive sales and improve customer satisfaction.

- Conducts user research; collect, analyze, and summarize data; leverage results to make informed design decisions
- Creates detailed user experience and visual design specifications, wireframes, prototypes, and user flows
- Provided wireframes to redesign flow of mobile checkout process
- Conducted ongoing research to understand and implement best practices in usability and web site design concepts for mobile and desktop
- Conducts testing in staging web sites to assure changes are made according to specifications; sign off on usability and design modifications

#### Web UX Designer | Experis | Feb. 2010 - Jan. 2016

Working on location at Northwestern Mutual with the in-house Digital Workplace Team to design, support and document the current and future state intranet and extranet systems.

- Conducted usability tests for new designs for both current and future intranet systems
- Conducted a team Ideation exercise for a digital signage project to develop an interactive self-service kiosk for visitors and employees
- Worked with business partners in reshaping information architecture of intranet sites to promote better user findability
- Updated and wrote documentation, including: style guides, best practices, training materials, UX and intranet governance
- Active participant in the UX Design Summit to help shape the standards of UX design in 2016
- Project to redesign the homepages of the intranet and extranet systems
- Daily maintenance and operations of the intranet, including custom SharePoint CSS coding, new site development and creation of a new template system for streamlining the development process within an Agile environment

## Web/Graphic Design Experience

Web Designer | Lanex LLC via Waterstone Group | Dec 2008 - May 2009

Project was to conceptualize, design and build a new responsive software e-commerce site; using best web practices, current design trends and original illustration work.

Web/Print Designer | Yale Equipment and Services | Sep 2008 - Dec 2008

Established new marketing materials for both web and print; including creation of a corporate style guide, redesign of catalog/flyers/brochures and new design of their lighting division site.

Multimedia Designer | Lanex LLC via Waterstone Group | June 2008 - Aug 2008

Projects included front end design, development and build of a product configuration application in Flex, dynamic image gallery design in Flash and general website design.

Web Designer | The Bon Ton Stores Inc. | Sep 2007 - May 2008

Developed promotional Flash animations, marketing emails, website design, maintenance of all website imagery, and studying the current online retailer trends for best use of imagery to drive sales.

Sr. Graphic Designer | Regal Ware, Inc. | July 2006 - Aug 2007

Produced effective consumer driven web and print marketing materials, provided art direction for rebranding initiative, project planning and budget estimating.

Freelancer | Carolyn McCarthy Design | June 1998 – June 2006

Specializing in web, UX and graphic design consulting services for various business models, individuals and nonprofit associations.

Clients have included: Reinhart, Boerner, Van Deuren s.c., West Bend Mutual Insurance Co., Trisept Solutions, ASQ. Game Night Life, Heliophobia Gaming, and IT Endeavors