Carrie Roberts

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carrie-h-roberts.com

SPECIALTIES & SKILLS

Interaction Design
UX Design
Visual & UI Design
Graphic Design
Data Visualization
Design Mentorship
Painting

METHODS

User Research
Wireframing
User Flows
Personas
Prototyping
Specs & PRDs
Design Systems
Design Sprints

TOOLS

Figma
Sketch
FullStory
CSS
JIRA
Asana
InVision
Zeplin
Productboard
LaunchDarkly
Unbounce
Agile

EDUCATION

University of Virginia
BA, Psychology
2009-2013

Senior Product Designer - Course Hero (July 2022 - December 2023)

- Solely responsible for a site-wide ratings UX overhaul, resulting in a 38% increase in document ratings.
- Conceived and executed Course Hero's initial AI chatbot design and "Highlight & annotate" tool, averaging 21 highlights per active user in the first 6 weeks.
- Spearheaded all design initiatives for the unlocked document experience and dashboard.
- Collaborated across six product pods to ensure project consistency and awareness, liaising between UX research, product management, and engineering teams.
- Conducted usability tests on prototypes, led new feature A/B testing, and presented findings to VP-level stakeholders.
- Contributed significantly to the evolution and enrichment of the company's design system and brand guidelines.

Product Design Manager - Beyond (July 2021 - July 2022)

Product Design Lead - Beyond (August 2019 - June 2021)

- Directed product design strategies, fostering a 10x revenue growth for Beyond's channel management product in its inaugural year.
- Managed a team of three UX designers, overseeing their development, advocating for their designs with stakeholders, and leading hiring and onboarding efforts.
- Initiated continuous enhancements to the core product's UI, added new features, and drove ongoing UX improvements.
- Led the design and implementation of four new products within the first year and a half.
- Effectively communicated with executives and team partners, ensuring transparent and aligned product direction.

Product Design Lead - PNYKA (March 2018 - June 2019)

- Steered the overall product direction, including ideation, MVP development, and product roadmap planning, maintaining UI/interaction consistency.
- Defined Pnyka's brand identity across external marketing and product platforms in close collaboration with the leadership team.
- Recruited and mentored a UX research and design intern, facilitating their hands-on involvement in the design process and product contributions.
- Leveraged customer insights from conferences to inform product decisions and collaborated closely with the PM for effective incorporation.

UX/UI Designer - Distribute, Inc (July 2016 - March 2018)

- Assumed comprehensive product design responsibilities, eventually leading the entire UX/UI process from problem ideation to design implementation.

UX/UI Designer - Cater2.me

Associate UX/UI Designer - Cater2.me Sales Associate - Cater2.me

HCM Sales Representative - ORACLE