CAROLINE MCGUIRE

UI/UX/Product Designer

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Boston, MA | carolinemcguiredesign.com

Skills

Visual Design, Wireframing, Prototyping, Interaction Design, Agile Design, Iterative Sketches, Stakeholder Presentations, Typography, Design Thinking, Accessibility, Data Visualization, Responsive Web Design, Mobile Design, Basic HTML and CSS, User Interviews, Research Synthesis, Information Architecture, Affinity Mapping, Brand Design, Usability Testing, Card Sorting, Competitive and Comparative Analysis, Personas, Data Analysis, Journey Mapping, User Flows

Tools

Figma, Sketch, Canva, Pitch, Google Analytics, Wordpress, Wix, Squarespace, Illustrator, InDesign, Photoshop, Lightroom, Miro, Marvel, Salesforce, NetSuite

Professional Experience

Greenwich Economic Forum | UI/UX Research & Design | Remote   **March 2023 - Sep 2024**
- Collaborated with lead stakeholders for a holistic website redesign, aiming to enhance user overall user journey and increase memberships by streamlining site navigation, updating copy, and modernizing the design.
- Conducted a competitive and element analysis of websites, created a comprehensive site map and site flow to optimize navigation, utilizing agile sprints in Figma to iteratively develop wireframes and prototypes.
- Developed approved wireframes into Wix creating a responsive design desktop and mobile design.

LINEGUARD | Web and Brand Designer | Remote   **Contract**
- Developed comprehensive brand identities, including logos and visual systems, resulting in enhanced brand recognition and consistency across multiple platforms.
- Conducted in-depth market research and user interviews to inform strategic branding decisions, ensuring alignment with target audience preferences and market trends.
- Designed and implemented engaging and seamless e-commerce experience in Wix, incorporating brand identity elements to effectively communicate brand values and enhance user experience.

New Money | Head of Product | Remote   **March 2024 - Aug 2024**
- Solved unique business problems and needs in a niche market and worked closely with executive stakeholders to bring their vision to life and help fundraise.
- Created low & high-fidelity prototype wireframes in Figma, usability testing, and further iteration of MVP.
- Established New Money's unique value proposition using impactful user interviews to understand user needs and how the New Money app will serve them.

Lilac AI | Web and Brand Designer | Remote   **Contract**
- Designed and developed website for Lilac AI, incorporating intuitive user experience and modern design principles to enhance online presence and accessibility.
- Conceptualized and executed the creation of Lilac AI's logo, aligning with the brand identity and vision to establish a strong visual representation in the market which helped the company be acquired by Databricks.
- Contributed to refining the user interface of Lilac AI's platforms, focusing on data visualization techniques for LLMs to facilitate clearer insights and improve user engagement.
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Fable | UX Designer & Photographer | Cape Cod, MA   **August 2023 - Sep 2023**
- Elevated user experience on the commerce website through strategic enhancements and optimizations, resulting in improved navigation, increased conversion rates, and enhanced customer satisfaction.
- Managed end-to-end photoshoots and executed photo editing techniques to create visually captivating product images, aligning with brand aesthetics and contributing to heightened engagement and sales performance online.

illoominus | UX Researcher & Designer | Remote   **April - May 2023**
- Conducted interviews with potential users in the DEI+B space to uncover pain points and industry themes as well as speaking with current users to provide insights for further development of the software.

- Ran a deep dive into the current market including a feature analysis and website element analysis to provide branding and feature recommendations that would help the company stand out against its competitors.
- Redesigned wireframes in Figma for the entire user interface focusing on data visualization and information architecture which will be incorporated into their next development phase.

NetSuite - Oracle | Account Manager | Burlington, MA   **June 2021 - February 2023**
- Conducted discovery calls and demos with key stakeholders to provide industry-specific insights and software solutions to solve business pain points.
- Monitored the success of software implementation by working closely with project managers to ensure customer satisfaction
- Managed 30 mid-market accounts, achieving 120% Renewal Attainment in year one and over 250% Renewal attainment in first half of year 2.

CarGurus Inc. | Franchise Account Executive | Cambridge, MA   **September 2018 - June 2021**
- Strategically increased dealership's ROI through consultative selling and proactive account management.
- Oversaw a book of 400+ accounts, averaging a 40% close rate
- Promoted 4 times over the course of 3 years beginning as an SDR up to franchise sales.

Education

UX Design Immersive | **General Assembly** | Remote   May 2023

B.A. in Anthropology, Classics & Visual Arts | **Union College** | Schenectady, NY   June 2018