CAROLINE MCGUIRE
UI/UX/Product Designer

Contact

- Boston, MA
- cmcguire412@gmail.com
- carolinemcguiredesign.com

Skills

Design

Wire framing, Prototyping, Interaction Design, Visual Design, Agile Design, Presentations, Typography, Accessibility, Data Visualization, Design Thinking, Responsive Web Design, Mobile Design

Research

User Interviews, Research Synthesis, Information Architecture, Affinity Mapping, Brand Design, Usability Testing, Card Sorting, C&C Analysis, Personas, Data Analysis, Journey Mapping, User Flows

Toolkit

Figma, Adobe (Illustrator, Photoshop, InDesign, Lightroom) Miro, Marvel, Wix, Wordpress

Education

General Assembly
Remote - 2023
User Experience Design Immersive

Union College
Schenectady, NY - 2018
B.A. in Anthropology/Classics & Visual Arts

Professional Experience

Lilac AI | UX/Product Design | Remote

- 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.
- Contributed to refining the user interface of Lilac AI's platforms, focusing on data visualization techniques to facilitate clearer insights and improve user engagement.

Greenwich Economic Forum | UX Research & Design | Remote

- Collaborated with founders, web developer, and brand specialist to redesign GEF's current website, aiming to enhance the overall user experience 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 into Wordpress.

illoominus | UX Researcher & Designer | Remote

- 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 client with important feedback.
- 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.

Fable | UX Designer & Photographer| Cape Cod, MA

- 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.

NetSuite - Oracle | Account Manager | Burlington, MA

- 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 closing 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 two.

CarGurus Inc.| Franchise Account Executive | Cambridge, MA

- 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 three years beginning as an SDR up to the top sales team in the company