CAROLINE WEST

513-288-4022 carolinewest43@gmail.com Chicago, IL

EDUCATION

Indiana University, Bloomington, IN

Bachelors of Science in Informatics
Concentration: Graphic Design
Minor: Human Computer Interaction

GPA: 3.6

SKILLS

Design Tools	**UX/UI**
Figma	*Persona*
Shopify	*Storyboarding*
InVision	*Wireframing*
Wordpress	*Prototyping*
Canva	*Interviews*
SVGator	*Usability Testing*

Adobe Suite	**Web Tools**
Illustrator	*Mailchimp*
Photoshop	*Hubspot*
InDesign	*HTML / CSS*
XD	*Javascript*
AfterEffects	*Python*

WORK

Visit caroline-west.com for more of my work!

LEADERSHIP

Recruitment Director, Phi Mu
Nov 2017—Jan 2019 | Bloomington, IN
- Updated and maintained core budget system of $10,000
- Led peers of 10 individuals in executive committee to design and coordinate 4+ event spaces
- Directed 150 chapter members through 2-week recruitment process

EXPERIENCE

Trellis, Associate UX/UI Designer
Nov 2020—Feb 2023 | Remote Work
- Designed complete and often complex business rules in Figma to prototype and visually communicate design solutions to stakeholders
- Showed deep understanding of user-centered design methodologies and experience conducting user research, analysis, and testing.
- Collaborated with cross-functional teams, including designers, back-end and front-end developers, project owners, marketing, and sales teams, to ensure a cohesive design strategy across all touchpoints in team and workshop contexts
- Worked with agile methodologies and managed multiple projects in a fast-paced, agency environment.
- Utilized excellent problem-solving skills to create innovative, user-friendly designs, while keeping accessibility and inclusive design principles in mind

ZOOZ Bikes, UX/UI Designer
Sept 2020—Dec 2020 | Chicago, IL
- Consulted and designed wireframes through contract assignment
- Implemented changes and personalized theme's code in existing Shopify website
- Conducted user interviews to gain insights on where the brand and the product stand from the eyes of the user

Civicly Envolved, Product Designer
June 2019—Jan 2020 | Chicago, IL
- Responsible for product design life cycle by enhancing start-up's existing mobile designs and creating desktop designs through effective workflows, visual design, and final user testing
- Demonstrated a strong desire for feedback and continuously improved design output while working within technical limits, scope, timeline, and budget constraints
- Conducted user interviews and created online survey to gain feedback on features and functionality

iberoMedia, International Design Intern
Jan—May 2019 | Seville, ES
- All work conducted exclusively in Spanish
- Served as a graphic design and digital media intern assisting in various client work
- Collaborated with graphic design team by designing cards, flyers, posters and other corporate materials
- Created and edited client websites through WordPress