

Carolyn Scoville - UX Designer

Detail-oriented user experience designer with 2+ years working in fast-paced environments for globally recognized clients. Specializes in merging business goals with user goals, and leveraging user-centered design best practices to create simple, elegant experiences.

Skills

- Wireframes
 - Mockups
 - Pattern Libraries
 - Low and High-Fidelity Prototyping
 - User Flows
 - Functional Specifications
 - Information Architecture
 - Usability Testing
 - Brainstorming
- Scenarios
 - Research Plans
 - Qualitative and Quantitative Analysis
 - Competitive Analysis
 - Axure / OmniGraffle / Sketch / InVision
 - HTML5 / CSS3 / JS / jQuery
 - Stakeholder Interviews
 - Heuristic Evaluations
 - Adobe Creative Suite

Experience

(portfolio password = scoville)

Freelance User Experience Designer

Nov 2014 – Present
Seattle, WA

Projects include:

Alpha UX - *digital agency specializing in prototyping and A/B testing (current project)*

- Built interactive prototypes in under 2 hours for each project
- Successfully proposed design strategies
- Drove user research decisions through the creation of A/B prototypes

Everyone For Veterans - *nonprofit, current project*

- Improved a non-profit's outreach process through the design of a web app
- Led the design process end-to-end
- Continuing to provide expertise in user experience, user research, and web development tasks

Garrigan Lyman Group - *advertising agency*

- Greatly exceeded expectations redesigning a site for a leading telecom provider
- Redefined brand identity through recommendations on UI components and message hierarchy
- Successfully pitched wireframes that demonstrated information architecture and design pattern improvements

POSSIBLE - *advertising agency*

- Grew brand audience through creation of multiple user flows using market research
- Increased conversion rates through optimized page layouts
- Developed brand differentiation through a competitive analysis of 10 companies
- Lowered development costs by designing a survey to gather information on user needs and navigation patterns
- Improved brand recognition and perception through a modernized aesthetic

UpTop - *full-service digital agency*

- Visually designed a highly-rated Android app with 5,000+ installs, received an 'A' from the client, and continued to work with them on 12 additional projects
- Successfully drove product vision by presenting work to 20 members of the client executive team in weekly in-person meetings
- Increased product reach through the design of vehicle UIs and produced successful proof-of-concept pitches for developing further vehicle design projects

LiveAreaLabs - *e-commerce agency*

- Increased web traffic and improved usability through the creation of mobile and desktop e-commerce wireframes for luxury brand clients
- Increased sales and improved features through the discovery and leverage of key insights about users

Webmaster - *graduate assistant*

Sept 2013 – Aug 2014

University of Washington

Seattle, WA

- Strengthened the story of the program through the design and development of new content and features
- Increased web traffic and improved SEO rankings

Education

University of Washington

Sept 2013 – Aug 2014

Master's Degree in Human-Computer Interaction and Design

University of Washington

Sept 2009 – June 2013

Bachelor of Science in Informatics – Concentration in Human-Computer Interaction