

CAROLYN SCOVILLE

UX DESIGNER/RESEARCHER/DEVELOPER

SUMMARY OF QUALIFICATIONS

Interface Design | Mobile Application and Website Development | Interactive Site Design

Inventive, detail-oriented mobile app and website designer and developer, with a passion for user-centered and purpose-driven design, brings extensive experience gathering client requirements, conducting task analysis, building user scenarios, shaping user surveys and analyzing feedback. End-to-end product developer combines a strong technical background with articulate communication skills and entrepreneurial experience to ramp up quickly and deliver projects on-schedule and on-budget. Effective communicator collaborates with stakeholders from leadership, product and development teams to gather input, reach design goals and exceed expectations.

Prototyping | User Research | Usability Testing | Enterprise Web Design | eCommerce Design | Mockups
Cross-team Collaboration | User Experience (UX/UI) Design | End-to-End Product Design | Competitive Analysis
Agile and Scrum Methodologies | Wireframing | Design Presentations | Usability Study Analysis
Pattern Libraries | Process Flow Development | Information Architecture | Qualitative and Quantitative Analysis

PROFESSIONAL EXPERIENCE

Carolyn Scoville Enterprises, Seattle, Washington

User Experience Designer and Mobile App Coder (11/2014 – Present)

Alpha UX – Design and build interactive website and mobile app prototypes to facilitate product and website decision making for clients of a digital agency specializing in prototyping and A/B testing. Use Axure, Proto.io and InVision to develop interactive pages.

- Built reputation for understanding problems and project requirements quickly; requested repeatedly for additional projects

Everyone For Veterans (in progress) – Improving a nonprofit agency’s outreach efforts by creating an app to inspire volunteers to donate time and goods to veterans. Update the 501(C)(3) nonprofit’s website and manage the agency’s Facebook and Twitter accounts. Use Weebly for site edits and send newsletters with MailChimp. Coded and host app via HTML, CSS, JavaScript, SASS, command line interface, Git, and Amazon Web Services.

- Appreciation for work has led to additional projects as the agency’s offerings expand; the number of volunteers registering to assist veterans increases by 30% each month
- Increased Facebook likes by 19%, Twitter followers by 50% and newsletter subscribers by up to 100% while website traffic increased by 375% in 10 months

Garrigan Lyman Group (on contract via **Viri Technology**) – Redesigned the prepaid phone section of a telecom provider client’s website for a digital advertising agency. Collaborated with client copywriters, account directors, developers and visual designers. Recommended UI changes to redefine brand identity and pitched wireframes to demonstrate information architecture and design pattern improvements. Used Axure for wireframe creation and Adobe InDesign to present results to client team.

- Recognized for “sharp thinking, attention to detail and quick wireframe iterations” while driving the project forward” and received unprecedented praise from VIP client for exceptional results

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Stockpile, Inc. – Conduct usability tests on new features, such as account creation and gift card redemption, for startup that enables customers to buy and sell fractional shares of corporate or ETF stock. Use Sketch to design prototypes and Adobe Premiere Pro and Audition for test video and audio compilations. Create test participant screeners, schedule user tests, report usability test findings and present results to company leaders.

- Drove analysis-based software design changes for ongoing project currently running under budget.

POSSIBLE (on contract via **Creative Circle**) – Updated site navigation and built interactive quizzes and surveys for advertising agency’s client Pella, a window and door manufacturer. Conducted a competitive analysis of 10 companies. Interviewed cross-group stakeholders and collaborated with project management, UX and marketing teams. Built a window selection quiz for homeowners, created a site navigation survey, updated the homebuilder website’s visual design and optimized site layout to drive conversion rates. Used Sketch, Photoshop and PowerPoint to map decision trees, create page layouts and mockups, and present results to the client team.

- Received accolades for on-time and budget projects from Pella; lauded for boosting brand recognition

UpTop – Built apps for clients of a UX design and development agency. Designed an app for client conducting ethics reviews for clinical trials and presented progress to a 20-member client executive team. Created a tool for a data storage client that enables staff to view customers’ server health, respond to support tickets, generate orders and manage permissions. Updated the design and specs of a third-party app to work on a client’s automobile infotainment system; designed vehicle UIs and produced proof-of-concept pitches for future vehicle design projects. Used Axure for prototyping, OmniGraffle for flow charting, and Illustrator, InDesign and InVision to build and present interface designs.

- Requested by client to work on 20 additional projects; appreciated for expanding potential customer reach with apps rated highly in the Google Play store while working within each project’s budget

LiveAreaLabs, Inc. (via **Creative Circle**) – Increased web traffic and improved usability for luxury brand customers by creating mobile and desktop eCommerce wireframes and websites. Designed and developed checkout flow improvements, site navigation, landing pages and customer support pages using Axure and Demandware. Met with clients, including Panasonic, Movado, Maui Jim and Tervis, developed solutions and presented designs.

- All client designs were accepted and launched on time and on budget
- Promoted from Intern upon completion of a redesign of the Trina Turk website; site was selected as a 2014 Webpick by Communication Arts and drove a 30% increase in sales over the following year

University of Washington, Master of Human-Computer Interaction and Design Program, Seattle, Washington
Webmaster and Graduate Assistant (9/2013 – 8/2014)

Managed graduate program’s website. Used WordPress to update course descriptions. Utilized Lucid Chart to create wireframes, and then created student profiles and portfolio templates with HTML, CSS, JavaScript and jQuery. Researched competing graduate program websites. Created a user guide for future webmasters.

- Built interactive chart comparing the webmaster graduate program with other UW graduate programs to facilitate student decision making
- Optimized the site’s SEO to increase web traffic and improve search engine rankings

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EDUCATION

University of Washington, Seattle Washington

Master of Science, Human-Computer Interaction and Design

Coursework included: Usability/User Research, Ideation Studio/Product Brainstorming, User Interface Software and Technology, Designing Interactive Systems and Prototyping Studio.

Bachelor of Science, Informatics, concentration in Human-Computer Interaction

Coursework included: Design Thinking, Web Technologies, Database Management and Information Retrieval Systems, User Experience Design and Research Methods in Informatics.

CAREER DEVELOPMENT

App Academy, San Francisco, California, expected 2/2018

Coursework includes: Ruby + Object-Oriented Design (OOD), Ruby II + Test Driven Development (TDD), SQL + Aggregate Functions (AR), The Web + Ruby Rails I, Rails II + JavaScript I, JavaScript II, JavaScript React + Redux, Full-Stack Projects and Algorithms.

Self-study and Codecademy – Adobe After Effects, jQuery, Ruby, Command Line, Git and Sass.

TECHNOLOGY

Ecommerce: Demandware, NetSuite

Web Hosting: WordPress, Weebly, Squarespace, GitHub, Bootstrap

Coding Languages and Tools: Java, Ruby, MySQL, Processing, Arduino

Web Development Languages: HTML5, CSS3, JavaScript, jQuery, SASS

Techniques: Responsive Web Design, Media Queries, Command Line

Marketing and Customer Relationship Management (CRM): MailChimp, Insightly, Salesforce

Design: Axure, Sketch, InVision, Proto.io, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, XD and Acrobat, OmniGraffle, Google Material Design, iOS design patterns

Shared Storage and Collaboration: Asana Project Management, Dropbox, ownCloud, Google Drive, Egnyte

Reporting and Presentations: Google Analytics, Sheets, Docs and Slides, Apple Pages and Keynote, Microsoft Word, Excel, Outlook and PowerPoint