

PRODUCT DESIGN

CATHERINE CARNEY

UX / UI DESIGN



My on-line portfolio:
www.catherinecarney.com



info@catherinecarney.com
917-474-1033



302 10th Street #2
Brooklyn, NY

Product Design Skills

Established UX design as the first step in the web development process

Designed functional HTML prototypes tested thoroughly on Optimizely before any product development

Analyzed user data and user flows to determine effective strategies for increasing user engagement and conversion

Worked in partnership with product and business teams to develop MVP and new product features

Collaborated daily with development teams throughout sprint cycles, conferred with stakeholders to determine strategies for hitting business goals while increasing user engagement

Performed competitive analysis and market research, conducted user interviews and qualitative analysis

Developed detailed style guides: HTML/CSS specifications for engineers, Sketch library for fellow designers

Redesigned two CMSs for efficient user work flows, separation of content from presentation, and improved scalability

Designed a new ad management tool for the monetization team with features to easily manage ad placements and refresh rates

Graphic design and email design

Design Philosophy:

If a website looks marvelously gorgeous, but people can't figure out how to use the contact form, that's a fail.

The user wants what they want, when and how they want it. Give it to them seamlessly.

You cannot manage what you do not measure. Knowing what success looks like means that the best design decisions are backed up by data.

The Toolbox:

A/B Testing / Optimizely
Wireframing / Prototyping
HTML5 / CSS3 / Javascript
Photoshop / Illustrator
Sketch / InVision
Requirements definition
Website Analytics
Social media & email campaigns
Persona Creation
Cross browser compatibility
User interviews
Information Architecture

Work Experience



Feb 2019 - Aug 2019

Google - *Contractor UI / UX Designer*

2015 - 2018

Bauer Xcel Media - *Web & UX Designer*

2012 - Present

Freelance:

Find Our True North - *Web Designer / Developer*

All Hallows Eve Musical - *Web Designer / Developer*

The Organic Teaching Kitchen - *Web Designer / Developer*

Canine-Touch LLC - *Web Designer / Developer*

Added-Value - *App Development*

Martin P. Robinson - *Web Designer / Developer*

Annie Evans - *Web Designer / Developer*

Career-Connectors - *Web Designer / Developer*

AbouttheWork - *Web Designer / Developer*

Living Lotus Group - *Web Designer / Developer*

Seraphim12 Foundation - *Web Designer / Developer*