Carol Barger

Creative Producer • Educator • Mentor
Savannah, GA | cre8ivnrg@gmail.com | 🌐 www.carolbarger.com

- **Creative direction & product management:** Participatory, collaborative, outcome-focused design and product management. Versatile and cross-functional roles, bridging product, engineering and business strategy.
- **Extensive background in mobile, e-learning, enterprise product design** and cross-functional teamwork, bridging product, engineering and business strategy.
- **As a part-time UI / UX design educator and skills coach since 2020,** actively engaged with over 500 students in pursuing technical and creative careers.
- **Certified curriculum content reviewer, SME** and content contributor content for certificate program offerings in UX Design, AI Fundamentals, Digital Marketing Certification, AI tools for Design, and Business Development.
- **Working knowledge** of digital learning platforms, instructional design processes, design language systems, brand continuity; product management and analytics platforms, usability testing tools; Microsoft Teams, Jira, Confluence; Generative AI, Zoho, Adobe Creative, CMS, prototyping platforms, Figma and Framer.

EXPERIENCE

Educator, Certified SEO, SME, Content & Curriculum Reviewer (current, part time)
Chegg Skills | Santa Clara, CA | *June 2020 - Present*

- Delivering industry expertise via live video sessions, 1:1 mentoring, coaching, instruction, assessments, and careers advisory for hundreds of design students across Chegg's immersion, self-paced, corporate and professional certificate programs.
- Additional advisory roles, including 1:1 tutoring, live assessments, career development counseling; post-grad design competitions and industry coaching.
- Conducting comprehensive content reviews for next-generation learning programs and curriculum across certificate programs, including UI/UX Design, Digital Marketing, AI Fundamentals, Healthcare Management, Business Development and Careers Immersion programs.

Creative Consultant | Product Design
January 2014 - Present (current)

- Versatile practitioner and producer for product vision, business impact and measurable change.
- Leader in end-to-end design thinking processes and productivity.

- Expertise in product strategy, research, design process, prototyping and product management.
- Proficient in MS Teams, Figma, Jira and project management tools.
- Expert in evaluative & applied research methodologies for accessibility, scalability, interview & survey, focus group, use case and desirability studies; biometrics, ethnographic, correlational/longitudinal studies; performance metrics & analytics, KPIs, competitive analysis, and baseline-target & user flow analyses; heuristics, cognitive analysis, experimental/hypothesis testing; multii-variant A/B testing; clickstream and navigational testing.

Design/development engagements include: education & training programs; digital learning, healthcare, pathology and patient experience, fitness and wellness, non-profit, product/services, business intelligence & manufacturing, travel/eco-travel, aerospace, insurance and banking.

Experience Designer
Gulfstream Aerospace
Savannah, GA | January 2019 - June 2019

- Led user research and experience design projects for aviation manufacturing engineers, test pilots, and flight operations.
- Conducted hybrid/collaborative research and produced Figma and Sketch prototypes for highly specialized solutions.
- Managed project deliverables under strict NDA requirements.

Partner, Enterprise UX
Mosaic Thought Leadership
Fort Lauderdale, FL | January 2018 - December 2018

- Served as remote consulting partner for startup and non-profit initiatives
- Led applied research methods, including biometric, heuristic evaluations. competitive analysis/OKRs and metrics/analytics, cognitive and ethnographic studies and usability testing, ensuring alignment with business goals.
- Advocated collaborative/participatory design for confidential start-up projects under strict NDA.

Creative Producer, Enterprise UX
USAA
San Antonio, TX | January 2016 - January 2017

- Led cross-functional team of 9 members: 4 designers, 1 design intern, 3 developers, 1 analyst, and 1 content writer.
- Co-led and produced USAA's 'new brand' banking experience initiative to include ethnographic/demographic studies and usability testing.
- Directed next-generation mobile banking personalization and other conversions
- Managed cooperative review processes, hybrid user testing, and marketing analytics.

- Re-architected the internal marketing & analytics team tools;, and Agile-ACE training platforms.

UX Design Consultant
Phenomenon LLC
Los Angeles, CA | January 2015 - June 2015 (6-month contract)

- Multi-project discovery, ideation, customer journey mapping, wireframing, and prototyping for Fortune 500 clients worldwide.

Creative Producer, UX
Manzama LLC
Bend, OR | January 2014 - June 2015

- Architected comprehensive UX solutions for a large-scale media stream platform
- Redesigned user flows to streamline the activities of legal, medical, and industrial researchers and optimized querying, research, and customization processes.
- Conducted user research including ethnographic analysis, cognitive walkthroughs, clickstream analysis and client-focused behavior studies.
- Contributed to the successful product launch, publicly traded within two years.

Creative Producer
Shark Diver™ LLC
San Diego, CA | January 2014 - January 2015

- Led development team in enhancing eco tours & expedition booking expereinces
- Resulted measurable increases in dive excursion bookings.
- Championed marine life conservation mission integration.

Lead Designer
nMetric LLC
Costa Mesa, CA / January 2013 - December 2014

- Led the design transformation of a scheduling / logistical intelligence application into a productivity-focused workflow tool primarily in the manufacturing sector.
- Collaborated with cross-functional teams to enhance user experience and streamline workflows for sales, inventory, and customer service.

Product Experience Designer
LabCorp Information Systems, Anatomic Pathology & Patient Experience – Laboratory Corporation of America
Irvine, CA / January 2008 - December 2012

- Spearheaded experience design initiatives across teams, enhancing user interaction for enterprise, mobile, pathology, test ordering, resulting and delivery and the patient experience.

- Innovated digital order entry and patient test results delivery for 28 “Right to Access” states.
- Built and led a team of 10 UX/UI professionals, transitioning from a solo role to a collaborative design and project lead position.

NOTABLE CLIENT ENGAGEMENTS PRE-2015
Gold's Gym International Franchising • Laboratory Corporation of America • Total Woman Gym & Spa • Bally Total Fitness/Crunch; US LABS • University of California Irvine; Northrop Grumman Corp. • Ceira Technologies

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EDUCATION

Cornell University | *Samuel Johnson Graduate School of Management*
Post-Graduate Certificate, Product Management | 2021
Post-Graduate Certificate, Digital Marketing | 2019
GPA 4.0

University of California, Irvine
Post-Graduate Certificate, Interaction Design & Information Architecture
GPA 3.9, completed 2-year post-graduate program in 18 months

University of Maryland, Baltimore
Bachelor of Arts, Creative Writing

Maryland Institute of Art / Cleveland Institute of Art
Visual Communication Design & Illustration | 3 years
Concurrent paid internship at Imagery, Inc.

Additional Certifications
Current/in progress: Instructional Design for Adult Learners; Articulate 360
2025: Designing Advanced AI Enhanced Learning Experiences
Apr 2025: AI Tools & Workflow for Design
Feb 2025: AI Fundamentals
2020 / 2023: Advanced Figma Prototyping
2021: Elearning Essentials: Instructional Design
2021: Measuring Learning Effectiveness
2021: Learning Accessibility
2020: Strategic Thinking for Designers
2020: Advanced Google Analytics
2020: Selling with Empathy during Uncertain Times
