

# Carol Barger

**Creative Producer • Product Manager**

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**Leadership & Strategy:** Product visioning, team production, creative direction, design thinking, product management & oversight and cross-functional collaboration for bridging product, engineering, and business strategy.

**Human-first product design:** from value and ROI-driven insights to intuitive experiences, **Emphasis on accessibility, systems & scalability**, UX writing & content design, AR/VR or AI-driven experiences

**Technical Tools:** Adobe Creative, product management and analytics platforms, CMS, AI and prototyping platforms; Figma, Visily, Framer, Sketch, Stitch, Zoho.

**Adjacent skills:** psychology, education, research, digital marketing strategy, branding and content generation.

**Industry applications:** Healthcare, pathology, fitness and wellness, education, transportation, non-profit, ecommerce, B2B, B2C, web services, SaaS, business intelligence, manufacturing, travel, eco-travel, aerospace, insurance and banking.

## PROFESSIONAL EXPERIENCE

### Creative Consultant | Product Design

**Self-Employed** | *January 2016 - Present*

- Drive product visioning, business impact and measurable change.
- Manage end-to-end design thinking processes and team productivity optimization
- Expertise in Figma prototyping, design process and product management

### Certified Content Reviewer

**Chegg Skills** | Santa Clara, CA | *June 2024 - Present*

- Conduct comprehensive content reviews for next-generation learning programs
- Evaluate curriculum across Digital Marketing, AI Fundamentals, UI/UX Design, and Business Development Certificate programs.
- Ensure quality standards for SOE/Learning Programs Content
- Mentoring, program coaching, assessments, careers and design competition advisory

### UI/UX Design Educator

#### Chegg Skills

*Santa Clara, CA | August 2020 - June 2024*

- Educated and mentored hundreds of design students across Chegg's immersion, post-graduate, and certificate programs
- Delivered live video sessions, 1:1 mentoring, coaching, instruction, and career advisory
- SME advisory for design competitions and provided comprehensive assessments for student development

## **Experience Designer**

### **Gulfstream Aerospace**

*Savannah, GA | January 2019 - June 2019*

- Led experience design projects for aviation manufacturing engineers, test pilots, and flight operations
- Conducted research, analytics, and implementation 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 design team efforts ensuring alignment with business goals
- Managed 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
- Directed next-generation mobile banking personalization and other conversions
- Managed cooperative review processes, user testing, and marketing analytics
- Redesigned internal marketing, analytics team sites, and Agile-ACE training platforms

## **UX Design Consultant**

### **Phenomenon LLC**

*Los Angeles, CA | January 2015 - June 2015*

- Provided senior-level UX design services for INC-500 clients worldwide
- Led discovery, ideation, customer journey mapping, wireframing, and prototyping
- Collaborated with product managers to guide development teams through product conversions
- Delivered user-centered features and ROI-driven enhancements

## **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
- Contributed to successful product launch and company's public trading within two years

## **Creative Producer**

### **Shark Diver™ LLC**

*San Diego, CA | January 2014 - January 2015*

- Led development team in redesigning core service experiences
- Resulted measurable increases in dive excursion bookings
- Championed marine life conservation mission integration
- Enhanced client engagement through eco-tour and research expedition experiences

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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

### **University of California, Irvine**

Post-Graduate Certificate, Interaction Design & Information Architecture | 2000

*Completed 2-year 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.

## **NOTABLE CLIENT PORTFOLIO (PRE-2014)**

Total Woman Gym & Spa • nMetric LLC • Bally Total Fitness/Crunch • Gold's Gym

International Franchising • Laboratory Corporation of America • US LABS • University of

California Irvine • Northrop Grumman Corp. • Ceira Technologies

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