

Carol Barger

UX Strategist • Creative Producer • Digital Product Manager

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Product visioning: participatory/collaborative and outcome-focused design and product management.

Cross-functional: bridging product, engineering and business strategy.

Human-first design: from value and ROI-driven insights to intuitive experiences, emphasis on accessibility, minimalism & scalability.

Skills & Tools: Design thinking, user research and relative tools; design language systems and brand continuity; product management and analytics platforms, usability testing tools; Microsoft Teams, Jira, Confluence; Generative AI, Zoho, Adobe Creative, CMS, prototyping platforms Figma, Visily, Framer, Sketch and Stitch.

Evaluative & Applied Research: Interview, survey, focus group, use case and desirability studies; biometrics, ethnographic, correlational/longitudinal studies; performance metrics & analytics, KPIs, competitive analysis, and baseline-target & task analyses.

Usability Testing: Heuristics, cognitive analysis, experimental/hypothesis testing; multi-variant A/B testing; clickstream and navigational testing.

EXPERIENCE

Creative Consultant | Product Design

January 2018 - Present (currently available full time)

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

Educator & Certified Content Reviewer (current, part time)

Chegg Skills | Santa Clara, CA | *June 2020 - Present*

- Delivering 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.

- Conducting comprehensive content reviews for next-generation learning programs and curriculum across certificate programs, including UI/UX Design, Digital Marketing, AI Fundamentals, Healthcare Management and Business Development and Careers Immersion.

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 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.

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 for use in the manufacturing sector.
- Developed extended personas to better understand user needs across various roles, including managers and planners.
- 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 leadership 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

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 | 2000

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 Certification Coursework

Oct 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
