

# Carol Barger

UX Designer . Creative Consultant . Product Producer

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## EXPERIENCE

### **Creative Consultant, Fulltime, Part time or Contract - Product Design**

JAN 2016 - PRESENT

- Senior product designer and creative producer, enterprise, services, products, services and mobile applications.

### **CHEGG SKILLS, Santa Clara, CA - Educator, UX Design**

AUGUST 2020 - PRESENT

- 2022-Present: Educator, live coach/tutor and technical expert for UI/UX design immersion, certificate, self-paced/flex and corporate-sponsored programs. Careers immersion content strategist and team advisor for quarterly invitational design competition with participants recruited from graduates of the UX design, data analytics and engineering programs.
- 2020-2022: UI/UX design educator & technical expert, advisor and live technical coach, directly engaged with hundreds of design students across multiple educational formats, including live video, 1:1 mentoring, coaching, live instruction; grading and assessments.

### **Gulfstream Aerospace, Savannah, GA - Experience Designer**

JANUARY 2019 - JUNE 2019 (6-month contract)

- Research, analytics, design and implementation of operations solutions for use by aviation manufacturing engineers, test pilots, and flight operations. Project details under strict NDA.

### **Mosaic Thought Leadership, Fort Lauderdale, FL - Partner, UX Design**

JANUARY 2018 - DEC 2018

- Fully remote, consulting partner for various start-up initiatives, under strict NDA.

### **USAA, San Antonio, TX - Creative Producer**

JANUARY 2016 - JANUARY 2017 (1-year contract)

- Experience designer for USAA's 'new brand' banking experience to include new target market experience conversion. Led and coordinated design process, research, testing, development and analytics for next-generation & personalization of USAA mobile banking.
- New and existing design and reviews process coordinator / lead for USAA's internal, marketing and analytics team sites and the Agile-ACE training site.

### **Phenomenon, Los Angeles, CA - Experience Designer**

JANUARY 2015 - JUNE 2015 (6-month contract)

- Contract / team-effort discovery, ideation, customer journey, wire-framing and prototype for a Los Angeles-based design agency servicing INC-500 clients worldwide.
- Research, ideation, customer journey, wireframing & prototyping for an home mortgage services application. Resulted in two new user-centered features, new flows, enhancements and re-face/fresher visual design.

### **Manzama LLC, Bend, OR - Creative Producer, Experience Design**

JANUARY 2014 - June 2015 (1-year contract)

- Re-architected for whole-product solution, simplicity, usability, aesthetics, activity flow optimization, readability and discoverability.
- Streamlined flows for querying, researching and customizing large-scale published media streams used by my legal, medical and industrial researchers. Product was launched and publicly traded within two years of inception.

**Shark Diver™ LLC, San Diego, CA - Creative Producer**

JANUARY 2014 - JANUARY 2015 (1-year contract)

- Designed and implemented conversions around the core services – direct booking of diver excursions, eco-tours, shark research expeditions and marine life conservation efforts on the Fiji Islands.
- Championed new-evolution beyond a simple dive excursion booking tool towards involving clients in ‘the story’, the mission, partnerships and marine life preservation efforts.

*CLIENTS PRIOR TO 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 (Irvine CA-based agency). Full experience provided on request.*

**EDUCATION**

**Cornell University / Samuel Johnson Graduate School of Management**

*Post-graduate certification, Product Management 2021*

**Cornell University / Samuel Johnson Graduate School of Management**

*Post-graduate certification, Digital Marketing, 2019*

**University of California, Irvine**

*Post-grad certification, Interaction Design & Information Architecture, 2000*

*Completed the two-year post-graduate program in 18 months.*

**University of Maryland, Baltimore (UMB)**

*BA, Creative Writing*

**Maryland Institute of Art / Cleveland Institute of Art**

*Three years of study - Visual design & Illustration*

**Imagery, Inc**

*Paid internship - Communication Design & Illustration*

**SKILLS & TOOLS**

- Product design process, research, analytics & oversight; design thinking, ideation, visual design,; creative visioning, usability testing, human centered design, accessibility.
- Adobe Creative Suite, Figma, Invision, Sketch, Procreate, WIX Studio, Lucidflow, HTML, CSS, Javascript; videography, CMS; Productboard, Jira, Trello, Microsoft Project.