

# Carol Barger

## Product Designer

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## PROJECTS & CASE STUDIES

To view case studies and project deliverables please visit my website at [www.carolbarger.com/](http://www.carolbarger.com/)

## EXPERIENCE

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

JAN 2016 - PRESENT

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

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

AUGUST 2020 - PRESENT

- 2022-Present: Educator, live Q&A moderator, tutor, technical expert for UI/UX design immersive, certificate, self-paced/flex and corporate sponsored programs. Careers immersion content strategist for post-grad programs and the quarterly invitational design competition with participants recruited from graduates of the UX design, development 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 mobile 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)

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

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

JANUARY 2015 - JUNE 2015 (6-month contract)

- Team-effort discovery, ideation, customer journey, wire-framing and prototype for a design agency servicing INC-500 clients worldwide.

- Research, ideation, customer journey, wireframing & prototyping for an aftermarket home mortgage loan mobile/web application. Resulted in two new user-centered features, new flows, enhancements and a fresher visual design.

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

JANUARY 2014 - June 2015 (1-year contract)

- Re-architected a whole-product solution for simplicity, usability, aesthetics, improved readability and discoverability
- Streamlined flows for querying, researching and customizing large-scale published media streams used by my legal, medical and industrial researchers. 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 web and mobile conversions around the core services – direct booking of diver excursions, eco-tours, shark research expeditions and marine life conservation efforts on the Fiji Islands.
- New website/mobile booking app with a fresher approach, evolving beyond a simple dive excursion booking tool towards involving clients in ‘the story’, mission, partnerships and marine life preservation efforts.

*An abstract of experience prior to 2014 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 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 & oversight; design thinking, ideation, UX design deliverables; creative visioning and leadership, usability testing, human centered design, accessibility.
- Adobe Creative Suite, Figma, Invision, Sketch, Procreate, Miro, WIX Studio, Lucidflow, .bubble; Miro, HTML, CSS Javascript; videography, CMS. Productboard, Jira, Trello, Microsoft Project.