

Carol Barger

UX Strategist • Creative Producer • 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

Self-Employed | *January 2016 - Present*

- Extensive and versatile practitioner and producer for product vision, business impact and measurable change.
- Leads end-to-end design thinking processes and productivity.
- Expertise in Figma prototyping, research and design process, and product management.
- Advanced design for AR/VR or AI-driven experiences.
- Project experience in e-learning, healthcare, pathology, fitness and wellness, non-profit, product/services, SaaS, business intelligence, manufacturing, travel/eco-travel, aerospace, insurance and banking.

Certified Content Reviewer (current)

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

- Conducting comprehensive content reviews for next-generation learning programs
- Evaluating curriculum across Digital Marketing, AI Fundamentals, UI/UX Design, and Business Development Certificate programs.

- Conducted reviews for quality standards for SOE/Learning Programs Content

UI/UX Design Educator (current)

Chegg Skills

Santa Clara, CA | August 2020 - June 2024

- Educating and mentoring hundreds of design students across Chegg's immersion, self-paced and professional certificate programs.
- Delivering live video sessions, 1:1 mentoring, coaching, instruction, and career advisory.
- SME, advisory for instructional content, design competitions, careers, and comprehensive assessments for student development.

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

- Led discovery, ideation, customer journey mapping, wireframing, and prototyping.
- Collaborated with product managers to guide development teams through product conversions.
- Delivered new-product and ROI-driven enhancements for INC-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.

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 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.

Certification Coursework: Designing Advanced AI Enhanced Learning Experiences (2025); AI Tools for Design (2025); AI Fundamentals (2024), Google Analytics (2020) Figma Prototyping, Advanced (2019/2022) Strategic Thinking for Designers (2021), E-Learning Essentials/Instructional Design (2021); Learning Analytics (2020).

NOTABLE CLIENT PORTFOLIO (PRE-2016)

Gold's Gym International Franchising • Laboratory Corporation of America • Total Woman Gym & Spa • nMetric LLC • Bally Total Fitness/CrunchUS LABS • University of California Irvine • Northrop Grumman Corp. • Ceira Technologies
