

CAROLINE LAMB

Product Design Leader

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EDUCATION

BFA Graphic Design

Auburn University

SKILLS

Design

Customer Interviews, Usability Testing, Sitemaps, Wireframes, UI Graphics, Style Guides, Pattern Libraries

Tools

Figma, Sketch, Adobe Creative Suite

Collaboration

Dependable leader, Receptive to criticism, Effective in cross-team environments, Self starter, Communicative, Deadline oriented, Eager to learn

ACHIEVEMENTS

Certified SAFe® Practitioner (SP)

Certified SAFe® Agilist (SA)

2018 Guest Speaker at Auburn University
12th Annual Women's Leadership Conference

ENDORSEMENTS

"Caroline does an **excellent job at 'managing up'**, meaning: she anticipates problem areas ahead of time and alerts her manager or clarifies expectations if she sees any communication gaps."

"Caroline has demonstrated **excellent cross-team collaboration skills**. She works with multiple sides of the organization (Support, Product, Marketing) to help implement Qeepsake design principles within each team's goal and desired outputs. She fully understands the need to balance good design with other competing business priorities and constraints, such as: the level of effort required, impact on conversion rate, etc."

—Manager, Duncan Street
Co-Founder/COO Qeepsake

WORK EXPERIENCE

Lead UX Designer, Qeepsake

August 2021–Current

- Responsible for Qeepsake's user experience across multiple platforms: mobile app, web app, and physical memory books
- Lead customer-centered research and usability testing for data-driven product design and development
- Managed a company-wide digital rebrand, ensuring consistency and cross functional collaboration through the roll out
- Influence product roadmap and requirements based on customer insights and market trends
- Communicate design vision and high fidelity specs to engineers, ensuring timely and accurate implementation

User Experience Lead, OxeFit

March 2020–July 2021

- Active in all phases of design from discovery to high fidelity hand off for all products (responsive web app, native mobile app(s), and our device interface)
- Build and manage a team of multidisciplinary designers (UX research, UX design, and visual design)
- Create a design system and maintain a standard of using this for brand integrity and consistency across all products
- Conduct various usability tests with the design team on a regular cadence
- Work with PM to define feature requirements and prioritize based on market research, customer expectations and business goals
- Oversee creative direction of our marketing site (OxeFit.com)
- Manage all communication with brand partners, PR firm, and website partners

UX Designer, AppRiver

September 2018–March 2020

- Sole UX Designer across 8+ scrum teams and 5+ platforms/products
- Initiate a full re-design of existing platforms as well as any new feature or product
- Assist developers on implementing a new design system based on new standards I set into place
- Work closely with management to introduce UX and how the role adds value when working alongside Product Management and Development
- Work closely with developers to ensure consistency across teams

UI/UX Designer, Beloved Robot

August 2016–May 2018

- Lead designer on several different projects, both mobile and desktop apps
- Project manager and designer for several projects at a time, interacting constantly with our clients and developers
- Active in all parts of the design process (wireframes, sitemaps, prototypes, interface design, etc.) of various mobile apps
- Meet with clients to assist in App Discovery phase and update them on our progress
- Create icons for mobile apps