

# CAROLINE LAMB

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## EDUCATION

### BFA Graphic Design

Auburn University

## SKILLS

### UX

Design Systems • Design Strategy • Customer Interviews • Usability Testing • Sitemaps • Wireframes • UI Design • A/B Testing • Prototyping • Agile Development • Information Architecture • WCAG Accessibility • Responsive Design • Native Mobile Apps

### Transferable

People/Team Management • Stakeholder Negotiations • Roadmap Strategy • Product Management • Project Management • Communicative • Deadline Oriented • Empathy • Multitasking • Collaborative • Self Motivated

### Tools

Figma • Sketch • Adobe XD • Illustrator • InDesign • Jira • Slack

## 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 and fully **understands the need to balance good design with other competing business priorities...**"

—Manager, Duncan Street  
Co-Founder/COO Qeepsake

## WORK EXPERIENCE

### Lead UX Designer: Qeepsake

August 2021 – Present

- **CX Ownership:** Oversaw end-to-end user experience across Qeepsake's mobile app, web app, and physical book products to ensure consistency.
- **Cross-Functional Leadership:** Managed a company-wide rebrand by aligning stakeholders across product, engineering, marketing, and operations to deliver a unified brand experience.
- **User Validation:** Led customer interviews and usability testing to inform product decisions and optimize user journeys.
- **Product Strategy:** Shaped roadmaps and requirements by translating customer feedback and market trends into priorities with clear product direction.
- **Measured Improvements:** Increased conversion by 17% on [Qeepsake.com](http://Qeepsake.com) with design changes, and 7% increase in user journaling within just 3 months of a new feature release.
- **Execution:** Communicated design intent along with high-fidelity specs to the engineering team.

### User Experience Lead: OxeFit

March 2020 – July 2021

- **Founding Hire:** Worked as the product manager in early stages to define the product roadmap and requirements based on market research, customer expectations and business goals.
- **Leadership:** Hired and managed team of multidisciplinary designers: UX research, UX design, and visual design.
- **Balanced Competing Priorities:** Led communication, scope, budget, and execution of work for multiple agency partners: branding, website [OxeFit.com](http://OxeFit.com), marketing and PR.
- **Rapid Delivery:** Went from concept to V1 release in less than a year for a full suite of product offerings (Native iOS, Android app, responsive web app, and on-device interface).
- **Systems and Process:** Established UX best practices involving usability testing and iteration, and created a design system to maintain consistency across all digital products.

### UX Designer: AppRiver

September 2018 – March 2020

- **Design for Scale:** Hired as the first designer for 8+ development teams and over 5 digital products. Quickly developed a design system using react components following WCAG standards.
- **UX Modernization:** Led comprehensive redesign initiatives for existing platforms while defining UX for new products and features from the ground up.
- **Emphasis on UX:** Partnered with leadership to establish UX as a strategic priority, demonstrating its impact alongside Product Management and Engineering.

### UI/UX Designer: Beloved Robot

May 2017 – May 2018

- **End-to-End Product Design:** Executed the full design lifecycle for SMB clients, including information architecture, wireframes, interaction design, prototyping, and production-ready UI.
- **Client Collaboration:** Partnered with clients through discovery and ongoing checkpoints to translate business needs into actionable product solutions.