



Caroline Williams

UX/UI Designer

UX/UI Designer with a background in print and digital design, which has given me a unique perspective on visual design and was the beginning of subconsciously always doing user centered design. I am now seeking a role which will allow me to build on the fundamentals and develop further in the UX field.

EXPERIENCE

RCC Digital, LLC | Hamden, CT | 2011-present

Advertising agency specializing in user centered website design and digital marketing.

UX/UI DESIGNER 2019-present

Achievements/Tasks

- Create and redesign new websites and apps using qualitative and quantitative data, design thinking methods and user testing to provide better usability for the user.
- Effectively present design ideas to clients and share information with stakeholders.
- Handoff designs to developers using Adobe XD or Figma.

CREATIVE DIRECTOR 2011-2019

Achievements/Tasks

- Create and present to clients a strategy to have a presence online with branding, print material, social media and responsive website.
- SEO content and A/B testing on landing pages for websites to rank higher on Google.
- Implemented quarterly and monthly website maintenance plans that increased revenues 15%.

Technell, Inc. | Stamford, CT | 1991-2001

Advertising agency promoting technical and industrial products via print, online, and direct mail.

ART DIRECTOR

Achievements/Tasks

- Directly handled Technell's largest client, Entrelec in the Latin American market.
- Translated copy from English to Spanish for clients, saving the agency in translation fees.
- Oversaw all visual communication for print campaigns, especially large trade show items.

D'Agostino Design | Stamford, CT | Art Director | 1988-2011

Promotional and direct marketing advertising agency for small business owners.

ART DIRECTOR

Achievements/Tasks

- Presented strategic plans to clients to meet their advertising goals and kept to deadline and budget presented to client.
- Brand and design lead on all print advertising including branding, catalogs, sales promotions and direct response. Delegated work to other designers on high volume projects.

Shafton, Friel & Gordon | Stamford, CT | Graphic Designer | 1985-1988

Promotional and direct marketing advertising agency for B2C and B2B oriented corporations.

GRAPHIC DESIGNER

Achievements/Tasks

- Created designs for print advertising, sales promotion, catalogs, and direct response.
- Increased revenues by providing services to businesses in the Spanish speaking community.
- Produced all artwork on time for fast pace national advertising and direct mail campaigns, including The Computer Factory with 72 outlets nationwide.

EDUCATION

Fashion Institute of Technology | New York, NY

UX Design Certificate Program at FIT | 2019

Southern Connecticut State University | New Haven, CT

Bachelor of Science in Graphic Design | 1985

Norwalk Community College | Norwalk, CT

Associate of Science in Business Administration | 1982

Hamden, CT

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SKILLS

Design

Heuristic Evaluations

Competitive Analysis

User Interviews

Affinity Maps

Personas

Empathy Maps

User Journeys

Scenarios

Sitemaps

Wireframing

Prototyping

Usability Testing

Responsive Web Design

Video Editing

Graphic Design

Digital Design

Social Media

Technical

Adobe XD

Figma

Balsamiq

Miro

Photoshop

Illustrator

After Effects

Premiere

InDesign

WordPress

LANGUAGES & CITIZENSHIP

Fluent in English and Spanish

US and UK Citizenship