

# Caroline R. Collins

Product Design Leader, Researcher, Strategist

verycaroline.net

collins@verycaroline.net

413.475.2658

## Morningstar

Product Design Lead

NOV 2021 - JULY 2023

- Completed discovery and information architecture plan for broadly scoped new wealth management advising suite including navigation, search behaviors, and data model standardization
- Facilitated user research discovery sessions to create requirements and designs for a simplified, flexible approach to financial advisory reporting
- Grew and retained a diverse, cohesive team of 6 associate to mid-level designers serving a newly chartered business unit
- Established and coached flexible Agile-based processes for planning and prioritization, scaled to 100% of design and product teams

## Navy Federal Credit Union

Lead User Experience Designer

2018 - 2021

- Architected and designed a fractional share investing app, launching product to users in under one year and increasing funds invested by more than 25%
- Provided strategy definition, product architecture, interaction design patterns, and end to end wireframes reducing complexity of researching, buying, and selling stocks for novice investors
- Led UX design of money movement and payments flows for web, iOS, and Android as part of extensive online banking replatforming effort
- Guided the integration of the design team in SAFe Agile transformation, establishing collaborative methodologies adopted across 8 sprint teams

## HelloWallet

Senior User Experience Designer

2015 - 2018

- Owned full design lifecycle for responsive web budgeting app from strategy, research, discovery, and ideation through wireframing
- Served as core team member throughout acquisition and transition of team from Morningstar to KeyBank ownership

## Skills

Content and Copywriting

Data-Driven, Iterative Design

Design Thinking Methodologies

Designer Development, Coaching, and Mentoring

Information Architecture

Process Improvement (Certified Disciplined Agile Scrum Master)

Prototyping

User Research

Wireframing

Workshop Facilitation

## Principles

Cultivating and Encouraging an Environment of Psychological Safety

Incorporating Humor

Leaving Things Better Than I Found Them

Reframing "Failure" to Progress

Relentless Curiosity

Unwavering Respect Toward Colleagues, Community, and Users

## Education

### University of Massachusetts Amherst

Bachelor of Music Education, cum laude

### Greenfield Community College

Associate of science, design & Digital Media, cum laude