

# Caroline R. Collins

## UX / UI Designer

caroline.ruth.collins@gmail.com

413.475.2658

verycaroline.net

@verycaroline

### SENIOR USER EXPERIENCE DESIGNER

**Morningstar, KeyBank (dba HelloWallet)** March 2015 – present

Throughout two acquisitions, I have led UX design on multiple Agile product squads, teaching user research techniques and synthesis, participating in design system pattern creation, and working with one of the best teams in the known universe.

### USER EXPERIENCE / USER INTERFACE DESIGNER

**LastPass** May 2014 – March 2015

Initiated sweeping UX, UI, & visual design improvements for LastPass's secure SaaS product line, *actively used by millions of consumer and enterprise customers*

Led the integration of user-centered design practices into a high velocity development cycle across web plug-in, mobile (iOS, Android), and desktop product line, including initiating the company's first usability studies

Major feature releases include: iOS 8 extension, auto password change, launch of MacOS desktop app

### INTERACTION DESIGNER

**Capital One, contract** Jan 2013 – Feb 2014

Created the first conceptual design as well as research documentation, paper prototypes, personas, user flows, UI design, and interactive mobile prototypes for a pitch to Capital One's CEO that resulted in full funding of new "Spark" Small Business Banking line.

Later, participated as one of 50 on the SFO kickoff team for Spark - conducting empathy research, usability testing, prototyping, and facilitating sessions with senior product owners

Full cycle of UX and UI design as well as usability test writing, facilitation, and synthesis for iOS payment app on Agile Scrum Team

### WEB & MARKETING DESIGNER

**Ignite Media Solutions** Aug 2011 – Jan 2013

### FREELANCE DESIGNER & UX CONSULTANT

**Select Clients, RP3 Agency** 2008 – present

## education

### GREENFIELD COMMUNITY COLLEGE

Associate of Science in Design 2008  
*james nealon, jill c. lewis, & medici grant awards*

### UNIVERSITY OF MASSACHUSETTS AT AMHERST

Bachelor of Music Education cum laude 1997  
*chancellor's talent award scholar*

## my process combines skills,

PLAN, WRITE, & CONDUCT  
USER RESEARCH

CREATE PERSONAS

INFORMATION ARCHITECTURE

PROTOTYPING

USER FLOWS

TEACHING & PATIENCE -TRUE UCD

PATTERN/COMPETITOR RESEARCH

CONTENT STRATEGY

UI DESIGN

MARKETING & BRANDING CHOPS

## tools,

PAPER & PENS

OMNIGRAFFLE

AXURE

INVISION

ADOBE CC

SKETCH

HTML5 / CSS3

DATA, DATA, & MORE DATA.

## perspective,

MY TEAM, USERS,

CRITIQUE,

AND LOTS OF SMART FOLKS  
ON TWITTER & MEDIUM.

## & inspiration.

PIXAR'S ATTENTION TO DETAIL

DISNEY THEME PARKS'  
IMMERSIVE DESIGN

VIDEO GAMES

@POLLYNOTWEET & OUR CATS

LEGO BRICKS

READING. EVERYTHING.