

Caroline R. Collins

UX / Product Designer

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SENIOR USER EXPERIENCE DESIGNER

HelloWallet – Morningstar & KeyBank

Mar 2015 – present

Lead UX designer on multiple, concurrent, highly collaborative product squads throughout HelloWallet's acquisition from Morningstar to KeyBank. Own full design lifecycle from strategy and ideation to wireframing, architecture, testing, and iteration

Conduct user research and instruct other designers in user research modalities, and launched the use of same-day design survey methods across teams

Participate in pattern creation and documentation for design systems at both Morningstar and KeyBank

Facilitate collaborative ideation sessions and design sprints including other designers, product, engineering, and executive stakeholders

Filled first year of KeyBank integration roadmap and backlog with financial wellness insights, including a trigger-based savings insight that converted at a rate 4 times higher than norms

Led a transition task force devoted to client data during KeyBank acquisition

USER EXPERIENCE / USER INTERFACE DESIGNER

LastPass

May 2014 – Mar 2015

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

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

Major feature releases included: iOS 8 extension, auto password change, touch ID, Android Material Design-based major update, 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

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

2008 – present

skills

COMPETITOR RESEARCH

CONTENT & COPYWRITING

DATA-DRIVEN ITERATION

DESIGN THINKING

HEURISTICS

INFORMATION ARCHITECTURE

PERSONA DEVELOPMENT

PROTOTYPING

TEACHING & FACILITATION

USER RESEARCH

USER/TASK FLOWS

WIREFRAMING

tools

DATA, DATA, & MORE DATA

INVISION

PAPER & PEN & WHITEBOARD

SKETCH

perspective

MY TEAM, USERS, & CRITIQUE

inspiration

DISNEY THEME PARKS' HISTORY

LEGO BRICKS

PIXAR'S ATTENTION TO DETAIL

PHOTOGRAPHY

READING

TIKI CULTURE

TRAVEL

education

GREENFIELD COMMUNITY COLLEGE

Associate of Science in Design

2008 cum laude

james nealon, jill c. lewis, & medici grant

UNIVERSITY OF MASSACHUSETTS AT AMHERST

Bachelor of Music Education

1997 cum laude

chancellor's talent award scholar