

# Caroline R. Collins

## User Experience Designer, Strategist, Researcher

### LEAD USER EXPERIENCE DESIGNER

#### Navy Federal Credit Union

Nov 2018 – present

- Created Federal Financial Group's new "Digital Investor" web app. As sole UX designer on the project, led design from strategy definition through product architecture to web responsive wireframing. Simplified complex interactions around buying, selling, and researching securities. Deployed product to market in under one year.
- Lead UX designer for "move money" segment of omnichannel replatforming program, designing and adapting detailed transfer and credit card payment flows for web responsive, iOS and Android
- Core team member on enterprise transition to SAFe Agile, achieving support for and implementation of strategies to effectively integrate design team into process now successfully rolled out to 8 sprint teams across 2 release trains

### SENIOR USER EXPERIENCE DESIGNER

#### HelloWallet – Morningstar & KeyBank

Mar 2015 – Nov 2018

- Lead UX designer on multiple, concurrent, highly collaborative product squads throughout HelloWallet's acquisition from Morningstar to KeyBank. Owned full design lifecycle from strategy and ideation to wireframing, architecture, testing, and iteration
- Conducted user research and taught other designers user research methodologies, initiating the use of rapid design survey methods that improved velocity and outcomes
- Involved in pattern creation and documentation for design systems at both Morningstar and KeyBank
- Facilitated collaborative ideation sessions and design sprints for cross-functional teams of 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 during KeyBank acquisition that leveraged client data to provide tailored financial wellness recommendations

### 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 product lines (web plug-ins, iOS & Android mobile native apps) including initiating the company's first user research studies
- Major feature releases included: Touch ID integration, Android redesign and major version update, launch of MacOS desktop app, auto password change

### INTERACTION DESIGNER

#### Capital One, contract

Jan 2013 – Feb 2014

- Full cycle of UX and UI design as well as usability test scripting, test facilitation, and results synthesis for iOS payment app on Agile Scrum Team
- Created the first conceptual design as well as research documentation, paper prototypes, personas, user flows, UI design, and interactive mobile prototypes for pitch to Capital One's CEO that resulted in funding of new "Spark" Small Business Banking line
- Sole contractor on team of 50 member SFO kickoff team for Spark - conducting empathy research, usability testing, prototyping, and facilitating sessions with senior product owners

## contact

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## skillset

COMPETITIVE RESEARCH

CONTENT and COPYWRITING

DATA-DRIVEN DESIGN and ITERATION

DESIGN THINKING METHODOLOGIES

HEURISTIC EVALUATIONS

INFORMATION ARCHITECTURE

MENTORING and TEACHING

PERSONA DEVELOPMENT

PROTOTYPING

SMALL AND LARGE GROUP FACILITATION

TASK and LOGIC FLOWS

USER RESEARCH

WIREFRAMING

## inspiration

DISNEY THEME PARK HISTORY

ATTRACTION DESIGN

LEGO BRICKS

PIXAR'S STORYTELLING

KAYAKING

LANDSCAPE PHOTOGRAPHY

MACRO PHOTOGRAPHY

READING

TIKI CULTURE

## education

### GREENFIELD COMMUNITY COLLEGE

Associate of Science in Design  
*cum laude*

james nealon, jill c. lewis, and  
medici awards

### UNIVERSITY OF MASSACHUSETTS AMHERST

Bachelor of Music Education  
*cum laude*

chancellor's talent award scholar