



carol.uxd@gmail.com

617-283-9444

Senior Designer

Technical Proficiency

Sketch, Axure, Mural, Figma, Adobe Creative Suite: Photoshop, InDesign, Illustrator
Digital and print production experience, including press runs
HTML/CSS; CMS: WordPress, Drupal, Moodle
Continually evolving my toolkit, harnessing the best tools available for each project.

UX Design

Fidelity Investments, 2018-Present

User interface design, information architecture, and user experience design to support Business to Business clients across Fidelity Institutional products

- Maintain print and digital standards
- User testing
- Introduce new products in print and digital
- Journey Mapping

Experiential Design

Content Design Collaborative, 2010-Present

Design and produce environmental exhibits and interactive experiences

- Digital: user interface design, photo and video editing, create and manage websites
- Direct the work of writers, designers, illustrators, and programmers

Projects include:

- Hingham Historical Society
- The Museum of Work and Culture
- The Library of Congress
- Worcester Polytechnic Institute (WPI)
- Tufts University, Friedman School of Nutrition Science and Policy

Graphic Design and Production Management 2000-2010

Created and managed editorial projects, advertising, and websites.

Developed a deep understanding of design-first thinking.

Projects include:

- Pearson
- MIT, Technology Review
- CFO Magazine
- Inc. Magazine

Education

General Assembly: Front-End Web Development, UX Bootcamp

Girl Develop It: Responsive Web Design, JavaScript, PHP, Salesforce

QuadGraphics: Pre-Press and Printing on Site Intensive

Massachusetts College of Art, BFA

Affiliations

American Institute of Graphic Artists, Board Member; WordPress.org, WordCamp Boston; Scituate FACTS Collation, Webmaster

Awards

First Place, Computerworld, the American Society of Business Press Editors

First Place, CFO magazine, Society of Publication Designers

First Place, CFO magazine, Folio Awards

Community Hero South Shore FACTS, health education preventing substance misuse

Portfolio

<http://carollieb.com>

WordPress

<http://contentdesign.me>

<http://makehistory.me>

Sketch

Axure

Mural

Figma

InDesign

Photoshop

Illustrator