

Caroline MacClancy

Product Designer

SKILLS

Qualitative and quantitative research, UX research, UX Design, user flows, site mapping, wireframing, prototyping, web and app design, design thinking, creative strategy and direction, brand positioning and messaging, content strategy, UX writing.

Tools: Figma, UserTesting.com, Maze, Optimal Workshop, Otter AI, Hubspot CMS

WORK EXPERIENCE

Bien-Être

UX/UI Designer | Remote

2022

- Redesigned site, decreasing task bounce from 8.30% to 1%, decreasing misclicks from 28.6% to 9%, and increasing task success rate from 91.60% to 100%.
- Identified critical site flaws using competitive research, heuristic analysis, user interviews and surveys.

Kickstarter for Creators

UX/UI Designer | Remote, Project

2022

- Led a team of 4 to redesign Kickstarter's creator resources.
- Developed, prototyped, and tested 3 iterations of designs that decreased the time to locate creator resources from 3 minutes to 6 seconds and the time to contact Kickstarter from 2 minutes to 16 seconds.
- Redirected project direction at a pivotal point in the research process to re-align our product with user data and redesign its purpose to something that the users wanted, not just a stakeholder's request.

Konvo AI

Product Designer | Remote

2021 – 2022

- Identified flaw in product scalability which led to a company-wide product redesign and redirection.
- Researched, designed, wrote content, and developed the company website using Hubspot's CMS.
- Created wireframes, product requirement documents, and determined acceptance criteria for MVPs for the development team to guide feature creation.
- Met with 10+ clients to gather and prioritize feature requests and platform updates for the product and development teams.

Brand Content Marketing Manager | Remote

2021

- Owned product marketing strategy for 15+ brands: lead generation and campaign strategy, average ROI increased 5x.
- Managed company rebrand and name change, and designed content using Figma for LinkedIn that increased unique visitors by 100% month over month.
- Prioritized product requests, and developed strategies and timelines for the development team based on weekly meetings with 5+ clients.

SMS Strategist | Remote

2020 – 2021

- Strategized with the Head of Product 4+ times a week to discuss and tailor our product strategy based on our client's use cases. These adjustments led to an increase in ROI of 2x and increase in engagement of 4x.
- Was the dedicated SMS strategist for 10+ brands. Increased SMS engagement 3x, SMS conversions 2x and decreased SMS opt out rate 25%.
- Conducted SMS marketing audits for 5+ brands with up to 1mill ARR, implementation of my suggested edits led to an ROI increase of 5X on average.

EDUCATION

General Assembly, *User Experience Design Immersive (UXDI)*

May 2022 - August 2022

Bates College, *BA Psychology, Minor in English*

May 2020

Vrije Universiteit Amsterdam, *Consumer Behavior*

January 2019 - May 2019