



Caroline Wilson

Creative UX/UI + Digital Designer

781. 383 .1381 | 250 Beechwood St. Cohasset, MA 02025



PORTFOLIO

Updating... In progress



EMAIL

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LINKEDIN

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Accomplished senior user experience/user interface (UX/UI) designer with 20+ years of experience designing, refining, and developing complex enterprise SaaS applications and features, e-learning programs, as well as marketing and consumer-facing websites for a wide range of industries. A strategic thinker and an enthusiastic team player devoted to delivering comprehensive solutions with the best customer experience and craftsmanship of product. Also an energetic, passionate contributor experienced at directing and communicating the overall design vision, concepts, and strategies of a given project. Particularly adept at simplifying complex information flows and visuals into more intuitive, engaging solutions that are optimal to user needs and meet business goals and technological realities.

EXPERTISE ● User experience, interaction, and expert visual design skills for enterprise desktop web applications, e-learning programs, and consumer-facing websites.

EXPERIENCE ● **Senior User Experience Designer II Akamai Technologies, Cambridge, MA January 2018 – Present**

- Develop user interface design solutions to support updated or new applications and functionality for Akamai's internal, customer-facing portal.
- Work with product managers to understand end users' needs and their workflows, generate initial UI concepts, and craft them into high-fidelity designs and interactive prototypes.
- Gain experience and insight via UX research through data analysis from survey results, customer interviews, observation of user behavior, and note-taking by participating in various user research and usability studies.
- Provide detailed visual design specifications and work with engineers through the development phase, to ensure that what is built is correct.

● **Senior UX/UI Visual Designer Akamai Technologies, Cambridge, MA August 2014 – January 2018**

- Collaborated with cross-functional teams on crafting and refining Akamai's new design system's style, components, and patterns.
- Led efforts for design system documentation website. Supported multiple projects in UI/UX capacity and mentored other UX designers across the team.
- Contributed to the development of new internal tools and workflows to help team efficiency. Evangelized value of design systems within Akamai and assisted with design handoffs with outside agencies.

● **Principal Creative Graphic Design Consultant C+C Design, Cohasset, MA 1992 – 2014**

- Co-owner of a full-service graphic design agency that has been providing clients with custom UI/UX design and illustration solutions for 20+ years.
- Produced user interface designs, layout templates, and graphics for Articulate and Captivate-based e-learning for desktop, tablet, and mobile learning support websites and internal communications for Learning and Development teams.
- Developed and delivered custom and innovative designs, illustrations, and training materials for interactive self-paced e-learning programs, system/application simulation screens, learning support websites and instructor-led training programs.
- Strived to enhance L&D team's visibility within Fidelity and promoted the group as a high-quality, cost-effective training resource.
- Supported the overall internal/external creative communication needs for various clients.
- Provided general graphic design services, including PowerPoint presentation design and animation, charts and graphs, icon creation, website ads/graphics, postcards, newsletters, email blasts, and custom documents.

● **Senior Multimedia Designer + Illustrator Omega-Performance, Cambridge, MA 1998 – 1999**

- Created high-level graphics, animations, and interface design solutions for CD-ROM-based corporate training.

● **Lead Web Designer + Illustrator E-Week (formerly PC Week Magazine), Medford, MA 1996 – 1998**

- Provided award-winning web and print design services, ongoing website maintenance, and daily editorial concept illustrations for IT news magazine.

EDUCATION ● **Independent Study Degree Program (credits toward Master of Fine Arts) Syracuse University, Syracuse, NY**

Bachelor of Fine Arts in Illustration and Design Massachusetts College of Art and Design, Boston, MA

ASSOCIATIONS ● **UXPA Boston, SIG-CHI**

- *Portfolio, references, + client list available upon request.*

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"Much of my past life's work (pre-Akamai, UX designer days) was in the corporate e-learning realm where I focused on producing innovative user interface designs, illustrations, animations and graphics for desktop and tablet-based e-learnings, learning support websites, system/application simulation screens, instructor-led training programs and internal communications for a wide variety of businesses and industries. However, by far, the most enriching and rewarding experiences for me were those dealing with the life sciences and biotech fields. This was because much of the training I was involved with had to do with technological innovations that genuinely helped healthcare professionals fight disease and allow their patients to enjoy longer, happier, healthier lives as a result". The following is a partial client list from my consulting years:

CLIENT LIST

Post 2009

● Consulting

- Avenade
- @Trial
- CaseSight
- Deloitte
- EDC
- Iron Mountain
- Raytheon

● Corporate Retail

- Staples

● Education

- Atlanta Speech School
- Del Valle Institute
- eMedical Academy
- Medgar Evers College
- Harvard Medical School/Osher Institute
- PRIM&R
- University of California/San Diego School of Medicine
- University of North Carolina

● Entertainment/Sports

- ESPN

● Financial

- Fidelity Investments
- State Street

● Government

- U.S. Department of Veterans Affairs & Veteran's Health Administration
- EPA Federal Laboratories
- MassHousing and Development
- The National Children's Study
- U.S. Department of Housing & Urban Development

● Healthcare/Pharma

- Amgen
- Bard
- Biocommunications Association
- Boehringer Ingelheim
- Boston/Maine IVF
- Boston Scientific
- Covidien
- Genzyme
- GlaxoSmithKline/DCI
- Harvard Pilgrim Health Care
- Millennium Pharmaceuticals (now Takeda Pharmaceuticals)
- Novartis
- Partners Healthcare
- Perkin Elmer
- Philips

● Technology

- EMC
- Hewlett Packard