



KAROLEEN DECASTRO • UI/UX DESIGN LEAD AND ARTIST

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CONTACT

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Personal contact information available upon request.

EXPERTISE

UI/UX Design: design systems, documentation, SaaS

Design Direction, Leadership

User Research: ethnographic research, facilitating user interviews, creating artifacts (e.g. personas, journeys, etc.), organizing and facilitating workshops

Usability testing: cognitive walkthroughs, prototyping

Agile, Scrum

Print / web / graphic design

Illustration, Fine Art

TOOLS

- Figma, Sketch, Invision, Whimsical
- Photoshop, Illustrator, InDesign CC
- Miro, Airtable, Avocode
- Trello, Asana, JIRA, Basecamp
- Google Sheets, Analytics, Docs
- Survey Monkey, Verifyapp.com, Hotjar, usertesting.com
- MS Word, PowerPoint, Excel
- Keynote
- HTML/CSS
- WordPress

EDUCATION

UC Santa Barbara - B.A. Art, 2008
Uni. Sussex, UK - Summer 2007

Design leader specializing in UI/UX design and research for enterprise software/SaaS/workflow management systems in agile environments. Strong background in healthcare, with a passion for physical and mental well-being, and have also worked across other complex industries including finance and government. I advocate for human-centered design practices, and aim to mentor my teams and guide my clients to the best of my ability every day.

EXPERIENCE

KD Art and Design LLC • New York, NY

Design Consultant • April 2019 - Present

- Design research and UI/UX design for various clients including tech start-ups, and design studios.
- Manage daily operations, create proposals, and guide clients through business decisions.

Veryday / McKinsey & Company • New York, NY

Associate Design Director • June 2018 - April 2019

Senior Designer • July 2016 - June 2018

- Project lead for multiple programs from user research and testing to design and documentation.
- Worked with project management to map out time plans and manage client relations.
- Worked with leadership to draft proposals and establish systems around our UI/UX offerings.

Remedy Partners, Inc. • New York, NY

Director of UX • June 2015 - July 2016

Lead UI/UX Designer • September 2014 - June 2015

- Led our team of UI/UX Designers as we created the country's first healthcare workflow management system for the U.S. Government-based Bundled Payments (BPCI) Initiative.
- Facilitated user research, sketching, interaction design, prototyping, visual design, user testing, documentation, and design QA for Remedy's suite of enterprise software.
- Advocated for effective UX strategy and agile methodology within the organization by drafting a proposal, working closely with the agile coach, and educating various teams.

Yodle • New York, NY

Senior Designer • March 2012 - July 2014

- Worked with interaction designers and front-end developers in an agile environment to:
 - Lead design on *Lighthouse*, which generated \$45 million in revenue from Jan-Jun 2014.
 - Lead design on *Centermark*, Yodle's national client portal for large franchises.
 - Lead the redesign of *Essentials*, Yodle's first client performance platform.

ST8 Creative Solutions • Santa Monica, CA

Designer • August 2010 - March 2012

- Created bespoke branding, web and marketing collateral for startups and small businesses.

Marine Science Institute, UCSB • Santa Barbara, CA

Designer • March 2008 - March 2010

- Designed identity, print, and illustration for textbooks, Google Oceans and various clients.