



Hamden, CT  
mobile: 203-993-5217  
email: caroline123will@gmail.com  
<https://carolinewill.com>  
[linkedin.com/in/caroline-e-williams](https://www.linkedin.com/in/caroline-e-williams)

## SKILLS

### Design

Heuristic Evaluations  
Competitive Analysis  
User Interviews  
Affinity Maps  
Personas  
Empathy Maps  
User Journeys  
Scenarios  
Sitemaps  
Wireframing  
Prototyping  
Usability Testing  
Responsive Web Design  
Video Editing  
Graphic Design  
Digital Design  
Social Media

### Technical

Adobe XD  
Figma  
Balsamiq  
Miro  
Photoshop  
Illustrator  
After Effects  
Premiere  
InDesign  
WordPress

## LANGUAGES & CITIZENSHIP

Fluent in English and Spanish  
US and UK Citizenship

# Caroline Williams

UX/UI Designer with a background in print and digital design, which has given me a unique perspective on visual design and was the beginning of subconsciously always doing user centered design. Experience working on software business solutions in a fast-paced environment with monthly releases.

## EXPERIENCE

**Konica Minolta Business Solutions USA, Inc.** | Windsor, CT | March 2022 - present  
Solutions Engineering Center provides software services to complement Konica Minolta MFPs.

### UX/UI DESIGNER

- Create designs for new software features and requests using research, user interviews, affinity maps, personas, empathy maps, user journeys, wireframing, prototyping, usability testing and hand-off to developers.
- Present design ideas and share information with stakeholders.
- Collaborate with QA team, developers, other designers, technical writers, and product manager in a very fast paced environment releasing new software features monthly.

**RCC Digital, LLC** | Hamden, CT

Advertising agency specializing in user centered website design and digital marketing.

UX/UI DESIGNER | December 2019 – March 2022

- Create and redesign new websites and apps using qualitative and quantitative data, design thinking methods and user testing to provide better usability for the user.
- Effectively present design ideas to clients and share information with stakeholders.
- Handoff designs to developers using Adobe XD or Figma.

CREATIVE DIRECTOR | November 2016 – December 2019

- Create and present to clients a strategy to have a presence online with branding, print material, social media, and responsive website.
- SEO content and A/B testing on landing pages for websites to rank higher on Google.
- Implemented quarterly and monthly website maintenance plans that increased revenues 15%.

**Technell, Inc.** | Stamford, CT | August 1991- May 2001

Advertising agency promoting technical and industrial products via print, online, and direct mail.

ART DIRECTOR

- Directly handled Technell's largest client, Entrelec in the Latin American market.
- Translated copy from English to Spanish for clients, saving the agency in translation fees.
- Oversaw all visual communication for print campaigns, especially large trade show items.

**D'Agostino Design** | Stamford, CT | Art Director | August 1988 - November 2016

Promotional and direct marketing advertising agency for small business owners.

ART DIRECTOR

- Presented strategic plans to clients to meet their advertising goals and kept to deadline and budget presented to clients.
- Brand and design lead on all print advertising including branding, catalogs, sales promotions, direct response and web design. Delegated work to other designers on high volume projects.

**Shafton, Friel & Gordon** | Stamford, CT | Graphic Designer | June 1985 - August 1988

Promotional and direct marketing advertising agency for B2C and B2B oriented corporations.

GRAPHIC DESIGNER

- Created designs for print advertising, sales promotion, catalogs, and direct response.
- Increased revenues by providing services to businesses in the Spanish speaking community.
- Produced all artwork on time for fast pace national advertising and direct mail campaigns, including The Computer Factory with 72 outlets nationwide.

## EDUCATION

Fashion Institute of Technology | New York, NY

UX Design Certificate Program at FIT | 2019

Southern Connecticut State University | New Haven, CT

Bachelor of Science in Graphic Design | 1985

Norwalk Community College | Norwalk, CT

Associate of Science in Business Administration | 1982