

Hamden, CT
mobile: 203-993-5217
email: caroline123will@gmail.com
https://carolinewill.com
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
Figjam
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 foundational background in print and digital design, bringing a strong eye for visual hierarchy and user-centered problem-solving. Experienced in delivering intuitive business software solutions within fast-paced, monthly release cycles.

EXPERIENCE

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

UI/USABILITY DESIGNER II

- Use qualitative and usability research for new B2B enterprise software features, translating findings from user interviews, affinity maps, personas, and user journeys into product improvements.
- Uncover real user behaviors with usability testing and validated early prototypes, partnering with product managers, developers, and QA to ship monthly releases.
- Built a scalable design system from the ground up that cut design iteration time by 45%, creating video training documentation to align developers and streamline cross-functional workflows.
- Synthesize research insights and present data-backed recommendations to key stakeholders, ensuring user needs drive feature prioritization in a fast-paced enterprise environment.

RCC Digital, LLC | Hamden, CT
Advertising agency specializing in user centered website design and digital marketing.

UX/UI DESIGNER | December 2019 – March 2022

- Created and redesigned websites and apps using qualitative and quantitative data, design thinking methods and user testing to provide better products for the user.
- Presented design concepts to clients and stakeholders while delivering developer-ready handoffs in Figma and Adobe XD.

CREATIVE DIRECTOR | November 2016 – December 2019

- Presented and gave clients a presence online with branding, print material, social media, and website.
- Executed SEO content and A/B testing across websites to improve organic Google search rankings.
- 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 keeping scheduling and budget.
- 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 schedule 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