



# Mariel Carroll

DESIGNER | RESEARCHER

San Francisco, California

mkc1191@gmail.com

marielcarroll.design

707.322.7329



## OBJECTIVE

I am seeking to apply my passion for UX to design challenges for social good. In my creative process, practicing empathy for the users is my priority. Each design project is unique, collaborative, & iterative, so my strength lies in keeping the user voice present from start to finish. Always a learner, I develop my craft through design conferences, meet-ups, & project-based classes.

## EXPERIENCE

From March 2019 to present

### PRODUCT DESIGNER

Giving Assistant, San Francisco

- Lead designer for nonprofit products and brand products. Mobile-first web app and browser extension. Core design deliverables include user research, personas, user journeys, task flows, diagrams for ideation, wireframes, high-fidelity mocks, prototypes, visual design assets (illustrations, icons), human interface guidelines (HIGs), and UI asset libraries.

From May 2015 to June 2018

### USER EXPERIENCE ARCHITECT

BrightBytes, San Francisco

- Lead user researcher. Responsible for project planning, recruiting, moderating, analyzing, report writing, & presenting of findings. Developed 9 methodologies: moderated in-person interviews, moderated remote interviews, unmoderated remote testing, focus group discussions, A/B testing, content concept testing, user feedback forms, card sorting, & clickstream analysis.
- Lead designer for 2 product verticals: core/platform services and "early insights" services. Core design deliverables included human interface guidelines (HIGs), UI asset libraries, personas, diagrams for ideation, wireframes, prototypes, & accessibility audits.

From August 2014 to March 2016

### EDUCATION RESEARCH PARTNER

BrightBytes, San Francisco

- Partnered with public school districts to implement data collection & adopt the Clarity data platform as a tool for drawing out insights, planning action, & communicating progress.
- Organized & executed a ground-up strategy to increase our footprint in 7 Texas service agencies by onboarding over 200 new districts & fostering long-term relationships with key leaders.

## EDUCATION

From April 2018 to June 2018

### Diagramming & Prototyping for UX

UC Berkeley Extension, San Francisco

- Crafted 2-3 diagrams per week for defining & ideating on my original app, Simmer. Refined these diagrams – customer value maps, network flows, journey maps, & service blueprints – over the course with feedback and user research.
- Prototyped Simmer in a range of fidelities from paper to hi-fi, ultimately delivering an interactive InVision prototype.

From January 2018 to April 2018

### User Interface Design

UC Berkeley Extension, San Francisco

- Co-designed a new mobile-first web app to allow Berkeley instructors & their proxies to publish custom content to the online academic guide, in order to inspire students to enroll.
- Delivered a final presentation of the persona, context scenario, task flows, high-fidelity annotated wires, user testing report, & prototype to the client, UC Berkeley's Associate Registrar.

From February 2017 to April 2017

### Communication Design

California College of the Arts, San Francisco

- Created weekly projects to practice fundamentals of communication design, culminating in a final project of my personal logo & brand guide.

From August 2009 to May 2013

### Dual BA in Anthropology & Development Studies

University of California, Berkeley

- Concentrations: sociocultural & Sub-Saharan Africa
- Studied abroad at the University of Ghana in spring 2012
- Advanced French language studies

## PROFESSIONAL SKILLS

### Tools

Sketch	●●●●●●●●●●
InVision	●●●●●●●●●●
Zeplin	●●●●●●●●●●
Figma	●●●●●●●●●●

### Strengths

Sketching & Diagramming
Grid & Layout
Color Theory
Information Architecture

User Interface Design
Responsive Web Design
Mobile-first Design
User Research & Testing

Prototyping
Personas
Human Interface Guidelines
UI Asset Libraries