

# CAROLINE FLYNN

## EXPERIENCE

01

### FinalSite

Jun 2024 - Dec 2024

UX/UI DESIGNER

Contract - Remote

A large 500+ full stack design agency focusing on website redesigns for higher and private education institutions using tools like Figma for design and prototyping.

Tracked and managed project timelines, status reports, project progression, and ensured creative assets are aligned with project goals, requirements, and deadlines.

### Webstacks

Nov 2021 - Nov 2023

PRODUCT DESIGNER

Hybrid - San Diego, CA

Lead design and project management at a fast paced web design agency for high-profile clients, predominately in FinTech, cyber security, & healthcare companies.

Experience working in an agile sprint-based project management style utilizing software like Asana, Jira, FigJam, and Notion.

Managed overall project goals and constraints including design scope, schedule requirements, and daily project status updates. Adhered to strict deadlines demonstrating the ability to pivot quickly and properly prioritize tasks.

UX/UI design through user-centered research, conception, prototyping, and testing of digital experiences across breakpoints driving measurable success for clients.

Creation and management of design system libraries in the atomic design format utilizing atoms, molecules, organisms, templates, and pages. Ensuring consistency, efficiency, scalability, and improved collaboration across teams.

Mentored design interns through a structured curriculum ensuring the delivery of high-quality, user-centered deliverables by leading regular design reviews and weekly 1:1's.

### Flore' by Sun Genomics

Jun 2019 - Nov 2021

SR. DESIGNER

San Diego, CA

A BioTech start up specializing in custom probiotic formulas based off gut DNA. Sold DTC, in Target, and invested in by Dannon. Lead all design and marketing aspects of the product, developing the brand identity from conceptualization to launch.

Managed & executed projects independently, hitting targeted OKRs, communicating & presenting results directly to C-Suite stakeholders and major investors for final buy in.

Designed wireframes and the design system for the customer portal, enhancing UI and streamlined UX, working with developers to manage project scope and parameters.

Designed product packaging, working directly with suppliers, manufacturers, and printers, acting as the final signature on prepress production for runs in the thousands.

### LogicSource, Inc.

Jan 2018 - May 2019

ASSOCIATE DESIGNER

Norwalk, CT

A large sourcing & procurement agency outside NYC where I developed sales & marketing deliverables and provided design support for senior level executives, both internally and at client sites such as Nordstrom, Harley Davidson, Century 21, & GAP.

### American View Productions

Jan 2016 - Dec 2017

DIGITAL DESIGNER

Bridgeport, CT

Collaborated with a team designing in an agency environment. Executed on branding, promotional marketing material, and graphics for clients like YMCA & local businesses.

## EDUCATION

02

Dec 2024 - Jan 2025

### AI Product Design

ELvtr - Instruction from CTO, GenAI at Dell

Sept 2018 - Dec 2018

### UX Design Bootcamp

General Assembly

May 2016

### BA, Interactive Digital Design

#### Minor, Fine Arts

Quinnipiac University - New Haven, CT

## SKILLS

03

UX/UI Design	Figma
Design Systems	Adobe CC
WCAG Best Practices	Asana
Wireframing	Jira
Project Management	Slack

## CONTACT

04

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