

# Caroline R. Collins

## UX / UI Designer

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@verycaroline

### USER EXPERIENCE / USER INTERFACE DESIGNER

LastPass

May 2014 - Present

Initiated sweeping UX, UI, & visual design improvements for LastPass's secure SaaS product line, *actively used by millions of consumer and enterprise customers*

Led the integration of user-centered design practices into a high velocity development cycle across web plug-in, mobile (iOS, Android), and desktop product line, including initiating the company's first usability studies

Major feature releases include: iOS 8 extension, auto password change, launch of MacOS desktop app

### INTERACTION DESIGNER

Capital One via Profiles

Jan 2013 - Feb 2014

Created the first conceptual design as well as research documentation, paper prototypes, personas, user flows, UI design, and interactive mobile prototypes for a pitch to Capital One's CEO that resulted in full funding of new "Spark" Small Business Banking line.

Later, participated as one of 50 on the SFO kickoff team for Spark - conducting empathy research, usability testing, prototyping, and facilitating sessions with senior product owners

Full cycle of UX and UI design as well as usability test writing, facilitation, and synthesis for iOS payment app on Agile Scrum Team

### WEB & MARKETING DESIGNER

Ignite Media Solutions

Aug 2011 - Jan 2013

### FREELANCE DESIGNER & CONSULTANT

Self, RP3 Agency

2004 - present

## education

### GREENFIELD COMMUNITY COLLEGE

Associate of Science in Design 2008

*james nealon, jill c. lewis, & medici grant awards*

### UNIVERSITY OF MASSACHUSETTS AT AMHERST

Bachelor of Music Education cum laude 1997

*chancellor's talent award scholar*

## my process combines skills

PLAN, WRITE, & CONDUCT  
USER RESEARCH

CREATE PERSONAS

INFORMATION ARCHITECTURE

PROTOTYPING

USER FLOWS

TEACHING & PATIENCE -TRUE UCD

PATTERN/COMPETITOR RESEARCH

CONTENT STRATEGY

UI DESIGN

MARKETING & BRANDING CHOPS

## tools

PAPER & PENS

OMNIGRAFFLE

AXURE

INVISION

ADOBE CC

SKETCH

HTML5 / CSS3

DATA, DATA, & MORE DATA.

## perspective

NOVA UX, AIGA DC,

MODEV DC, &

LOTS OF SMART FOLKS  
ON TWITTER & MEDIUM.

## & inspiration

PIXAR'S ATTENTION TO DETAIL

DISNEY THEME PARKS'  
IMMERSIVE DESIGN

VIDEO GAMES

@POLLYNOTWEET & OUR CATS

LEGO BRICKS

READING. EVERYTHING.