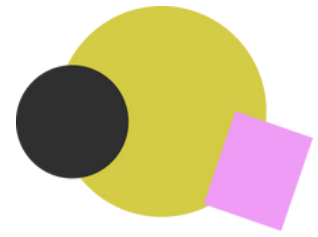


Carrie Markel

EXPERIENCED PRODUCT DESIGNER



CARRIECREATES.ME

Objective

Experienced product and visual designer with a track record of achieving outcomes in education, govtech and carbon accounting. Strong expertise in design systems, startups and research-driven design within multi-disciplinary product teams. Seeking a team that values research, collaboration and loves working together.

Strengths

- Design systems
- Team processes and structure
- Compelling visual storytelling
- User research, journey mapping and flows
- Workshop design and facilitation
- Information architecture

Education & training

- 2018 **HTML/CSS/Javascript for Designers Superhi**
Superhi
- 2017 **UX Fundamentals**
General Assembly
- 2017 **Graphic Design Certification**
Kansas City Art Institute
- 2012 **B.A. English Literature**
Colorado College

Work experience

Nov 2021
–
Present

Senior Product Designer

PATHZERO

- First embedded design hire, establishing process-driven approaches to product design and guidelines to visual design and branding
- Hired and onboarded 2 designers in 3 months to scale product teams
- Facilitated workshops for feature discovery, ideation and refinement
- Pitched and now lead the initiative to start an organisation-wide design system and brand refresh

Jan 2020
–
Nov 2021

Senior Product Designer

OPENCITIES

- Same duties as product designer below plus:
- Worked directly with the product manager to refine concepts and requirements for new features
- Wrote test plans and facilitated the user research program across discovery through to implementation
- Managed 1 junior visual designer & art directed client web-theme projects

July 2018
–
Jan 2020

Product Designer

OPENCITIES

- Wireframed, prototyped, and refined UI for CMS and form builder products that service international local, city and state governments
- Designed, spec'd and delivered complex features such as form versioning, form response workflow, and product analytic dashboards
- Led the initiative to build a design system and continued to enhance and build processes to support for other designers

Carrie Markel

CARRIECREATES.ME

Tools and suites

- **Expert:** Figma
- **Highly skilled:** Confluence & Jira, Miro, Adobe Illustrator, Procreate
- **Proficient:** Adobe InDesign, Hubspot, Asana, Usertesting.com
- **Capable:** Adobe Photoshop, AfterEffects

Interests and hobbies

- Illustration, life drawing, painting, anything art related
- Ocean swimming
- Free diving
- Philosophy & ethics

Work experience cont.

Oct 2016
–
June 2018

Interaction Designer

PAYIT

- Redesigned paper-based government services as digital flows within a white-label mobile and web app for U.S. state and county service transactions
- Prototyped and collaborated with development team to implement new product features including a digital wallet for local citizens, billing, receipts, onboarding and notification processes
- Contributed and helped maintain the design system

July 2018
–
Jan 2020

CoFounder

LEAN LAB

- Co-founded an IRS-recognised nonprofit organisation to train and support education entrepreneurs
- Developed curriculum and facilitated training sessions with education leaders to teach human-centered design thinking
- Led communications and outreach strategies while designing collateral for social media, events and programs

Aug 2012
–
May 2014

Primary School Teacher

KANSAS CITY PUBLIC SCHOOLS

- Developed differentiated lesson plans based on state learning standards and district curriculum across 4 different subjects for a class of 30+ second-grade students
- Designed lesson plans for science and math units that fused arts education and exploration

