

CAROLINE HUBBELL

UX Researcher & Designer

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ABOUT

Passionate user experience researcher & designer with a keen eye for uncovering user insights and translating them into impactful user-centered design solutions.

EXPERIENCE

PHASE2 TECHNOLOGY | UX DESIGNER

Remote | February 2021 - Present

Selected Clients

CareFirst BlueCross BlueShield, Children's Hospital of Philadelphia, Cystic Fibrosis Foundation, Gundersen Health System, HealthFirst, Johnson & Johnson, Kenvue, Mastercard, Michigan Medicine, The Standard

- Experience working in various industries including healthcare, research institutes, insurance, financial services, nonprofits, e-commerce, and more.
- Designed delightful websites, apps, and experiences by executing every stage of the UX process including discovery research, strategy, design, and usability testing.
- Developed an efficient and comprehensive interview research synthesize-as-you-go process that was widely adopted within the company.
- Delivered remote and in-person client presentations & workshops to win stakeholder buy-in.
- Won sales opportunities with healthcare companies by leveraging insights drawn from user research to propose innovative solutions demonstrated with rapid Figma prototypes.
- Leveraged AI tools such as ChatGPT, Dovetail, Firefly.ai, and Otter.ai to streamline research processes for maximum efficiency and all-encompassing insights.
- Served as primary researcher on a service design engagement to remotely interview patients present in a hospital and develop strategies for user-centered improvements to hospital rooms.

CARMELL | FREELANCE VISUAL DESIGN + UX RESEARCH

Remote | July 2023 - September 2023

- Workshopped and selected the new company name, "Carmell," and designed a new company logo informed by competitive research and logotype best practices.

FREELANCE UX + VISUAL DESIGNER

Remote | July 2020 - December 2020

Selected Clients

Menace Collective Media Platform, EmMe, Accurants, DIAL, UMNPress

- Conducted comprehensive user-centered research & design methodologies to deliver actionable insights driving client product improvements for web and mobile apps.

FOUND:RE CONTEMPORARY GALLERY | UX DESIGN + VISUAL DESIGN

Phoenix, AZ | February - March 2020

- Took ownership of fine art gallery website redesign by collaborating with a multi-disciplinary team of engineers and marketers.
- Conducted competitive research and designed sketches of wireframe page layouts.

ARIZONA STATE UNIVERSITY | FACULTY ASSOCIATE

Tempe, AZ | August 2018 - August 2020

- Taught various drawing, painting, and fashion classes to undergraduate students.

VIVE (TECH STARTUP) | UX DESIGN ASSOCIATE + JUNIOR UX RESEARCHER + ACCOUNT MANGER

New York, NY | April 2016 - August 2016

- Conducted in-person moderated usability tests on mobile application to recommend new product features and provide objective feedback and design ideas to the engineering team.

SKILLS

A/B Testing, Accessibility, Atomic Design, Card Sorts, Competitive Analysis, Contextual Inquiry, Design Systems, Heuristic Evaluation, Information Architecture, Interviewing, Lean UX, Personas/Archetypes, Product Design, Product Strategy, Prototyping, Qualitative & Quantitative Research, Responsive Web Design, Secondary Research, Service Blueprints, Service Design, Sitemaps, Storyboarding, Survey Research, Tree Tests, Usability Testing (Moderated & Unmoderated), User Flows, User Interviews, User Journey Mapping, User Research, UX Writing, Wireframing, Workshop Facilitation

TOOLS

Adobe Creative Suite, Axure RP, ChatGPT, Dovetail, EasyRetro, FigJam, Figma, Firefly.ai, Google Suite, Hotjar, InVision, Maze, Miro, MURAL, Octopus.do, Optimal Workshop, Otter.ai, Qualtrics, Respondent.io, Sketch, Slack, Slickplan, Trello, User Interviews

EDUCATION

PRIME DIGITAL ACADEMY- MINNEAPOLIS, MN (REMOTE)

November 2020 | User Experience Design Certificate

ARIZONA STATE UNIVERSITY- TEMPE, AZ

May 2020 | Master of Fine Art in Studio Art- Painting & Drawing

PENN STATE UNIVERSITY- STATE COLLEGE, PA

May 2014 | Bachelor of Fine Art in Visual Art- Painting & Drawing

June 2012 | Education Abroad- Todi, Italy