CAROLINE HUBBELL

Lead Product Designer & UX Researcher
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Lead experience designer, strategist and researcher with 8+ years of experience designing digital products across many industries including government, healthcare, enterprise technology and more. Skilled across the full human-centered UX lifecycle, combining research, product strategy, UI design, prototyping, usability testing, and AI-powered workflows to translate complex customer needs and business objectives into effective and intuitive digital experiences.

EXPERIENCE

United States Citizenship and Immigration Services (USCIS) (Federal agency) | Remote — August 2026 - Present
Senior UX Designer | Contractor

- Strategy, research, and high-fidelity visual design for confidential digital-services work requiring Public Trust.

Phase2 Technology (Digital product agency) | Remote — February 2021 - August 2026
UX Designer

SELECTED CLIENTS

BJC HealthCare, CareFirst BlueCross BlueShield, Children's Hospital of Philadelphia, Cystic Fibrosis Foundation, Genentech, HealthFirst, JnJ, Mastercard, Michigan Medicine, Ochsner, The Standard, The Urban Institute

- Led end-to-end UX/UI design spanning discovery, experience strategy, information architecture, user flows, wireframing, high-fidelity design, prototyping, and usability testing across complex enterprise engagements.
- Facilitated research, including stakeholder and user interviews, surveys, workshops, competitive analysis, tree testing, card sorting, accessibility testing, A/B testing, journey mapping, and service blueprinting.
- Integrated behavioral analytics to inform design decisions and prioritize experience improvements.
- Collaborated on cross-functional teams with product managers, engineers, data, and content to translate ambiguous business questions and user needs into actionable product and experience direction.
- Presented strategic recommendations grounded in usability, accessibility, and business impact to stakeholders.

SELECTED ENGAGEMENTS

Mastercard SpendingPulse / Economic Intelligence | Research, Product Strategy, Prototyping, & User Testing

- Led foundational research with customers and stakeholders to identify SpendingPulse adoption barriers, unmet needs, and product opportunities across a complex B2B DaaS platform.
- Accelerated research synthesis using Claude and Granola, translating insights into behavioral personas, jobs-to-be-done, information architecture, and product recommendations including personalization features.
- Used Figma's AI-powered tools, including Figma Make, to accelerate high-fidelity prototyping; conducted usability testing and presented design concepts and strategic recommendations to Mastercard executives.

CareFirst BlueCross BlueShield | Broker Experience Strategy & Service Design

- Led broker and stakeholder research, mapping end-to-end customer journeys and internal workflows to identify service gaps, operational inefficiencies, and opportunities for self-service.
- Developed a service blueprint and translated research into a high-fidelity broker portal prototype, simplifying support workflows and enabling issue prioritization, ticket tracking, and self-service.
- Designed the proposed experience to improve transparency, accelerate issue resolution, and increase customer satisfaction while supporting more efficient business operations.

Transradial Technologies, Inc. (Medical device company) | Remote January 2025 - October 2025
UX Design & Brand Strategy Consultant | Contractor

- Led brand and digital experience strategy for a medical device company, translating business goals and market context into a redesigned brand and web experience.

Solaris Endovascular (Medical device company) | Remote July 2024 - December 2024
UX Designer & Researcher | Contractor

- Led stakeholder research, competitive analysis, UX strategy, and information architecture, using findings to restructure website navigation and improve content discoverability.
- Designed and launched a customer-facing website, optimizing navigation and lead-generation pathways.

Carmell Corp (Biotech company)| Remote July 2023 - September 2023
UX Researcher & Visual Designer | Contractor

- Led research to inform brand strategy, developing a new logotype and visual identity.

Freelance UX Designer & Researcher | Remote June 2020 - February 2021

Arizona State University | Tempe, AZ August 2017 - August 2020
Faculty Associate

FOUND:RE Contemporary Gallery | Phoenix, AZ January 2020 - July 2020
Lead UX Designer

Vive Lifestyle (Tech Startup) | New York, NY January 2016 - September 2016
UX Design Associate, Junior UX Researcher, & Account Manager

CORE CAPABILITIES

Product Design: Accessibility, Design Thinking, High-Fidelity Prototyping, Interaction Design, Product Discovery, Product Strategy, Requirements Gathering, Service Design, Stakeholder Alignment, Strategic Prioritization, Wireframing
Research & Frameworks: A/B Testing, Behavioral Analytics, Competitive Research, Ethnographic Research, Information Architecture, Interviews, Jobs-to-be-Done (JTBD), Journey Mapping, Research Strategy, Research Synthesis, Stakeholder, Service Blueprinting, Surveys, Tree Testing, Usability Testing, User Flows, Workshop Facilitation
Tools: Adobe Creative Suite, ChatGPT, Claude, Dovetail, Figjam, Figma, Gemini, Granola, Hotjar, Jira, Linear, Maze, Miro, Notion, Optimal Workshop, Qualtrics, Respondent.io, SurveyMonkey, User Interviews, User Testing

EDUCATION

Arizona State University - Tempe, AZ | Master of Fine Art in Studio Art (Painting & Drawing)
Penn State University - State College, PA | Bachelor of Fine Art in Visual Art (Painting & Drawing)

CERTIFICATES

Google Career Certificate - Remote | 2026 | AI Professional
Google Career Certificate - Remote | 2025 | Digital Marketing & E-commerce
Prime Digital Academy - Remote | 2020 | User Experience Design Certificate