

CAROLINE COLE

UI/UX Director

Info

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🌐 carolineecole.com

Summary

Hands-on UI/UX leader who combines data-driven research and user-focused designs to increase company revenue and retain key clients.

Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Adobe XD
Aha!
Asana
Confluence
Figma
GA4
Jira
Maze.io
Microsoft Office
Miro
Pendo
Salesforce
Sketch
Totango

Skills

Branding
CSS & HTML
Graphic Design
People Mgmt
Persona Mapping
Product Mgmt
Prototyping
Research
Roadmapping
Style Libraries
UI Design
User Flows
User Stories
User Testing
UX Writing
Web Accessibility
Wireframing

Frameworks

DACI
Lean UX
Material Design
MoSCoW
RICE
SMART
User-Centered Design

Experience

◉ DIRECTOR, UI/UX

Veriforce, Remote
February 2022 - November 2023

Directed UI/UX strategy and team of 6. Provided iterative design delivery for global SaaS products. Led user and competitive research; established benchmarks to continually measure success.

◉ UX AND BRAND MANAGER

National Storage Affiliates, Greenwood Village, CO
March 2018 - February 2022

Managed UI/UX strategy for 8 self storage brands. Served as lead researcher and designer for large scale web products (internal and external). Managed UI/UX team and E2E design process—from UI elements and style libraries to basic wireframes and high-fidelity mocks.

◉ CONTENT MARKETING MANAGER

Delta Dental, Denver, CO
June 2014 - March 2018

Oversaw branding, UI/UX and website content strategy for 16 companies. Served as lead technical writer and designer for products. Managed 4-person team in creation and launch of cross-channel campaigns.

◉ MARKETING MANAGER

Relax, It's Handled, Birmingham, AL
July 2013 - June 2014

Managed digital marketing for all clients, including branding, front-end website design and architecture.

Education

◉ MASTER OF SCIENCE

Strategic Communications
University of Denver, Denver, CO
2009 - 2013

◉ BACHELOR OF ARTS

Family Studies
Samford University, Birmingham, AL
2005 - 2009