Carolyn Owsiany

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SENIOR UX/UI DESIGNER / BALLY DESIGN / 2023-PRESENT

Leads multiple cross-functional teams to manage consulting projects in a variety of industries. Creates and maintains project artifacts from scoping to closing while effectively controlling risk and change to keep projects on track. Facilitates successful communication among stakeholders to develop relationships and achieve intended results. Researches, designs, and consults for human-centered HMIs, mobile and desktop apps, websites, and cross-platform experiences.

- Delivers projects within specific technical constraints on schedule and under budget with up to a 78% gross margin
- Decreased operator training time by 80% and reduced $100,000+ mistakes by improving HMI for material conveying
- Organized an in-person client workshop that successfully defined more than ten workflows for three new products
- Develops junior team members with regular instruction, task delegation, and workload management

TEACHER / SKILLSHARE / 2020-PRESENT

Produces project-based video classes consisting of multiple lessons for a global online learning community.

- Shared expertise by creating six classes with 96% of student reviews saying the classes met or exceeded expectations

MANAGER OF CREATIVE & BRANDING / ALS THERAPY DEVELOPMENT INSTITUTE / 2017-2023

Led the UX/UI design of multiple responsive websites while working with web developers to improve accessibility and implement engaging features. Tested designs by conducting interviews and analyzing data to identify user pain points. Built and evolved a comprehensive brand system. Provided creative direction on all marketing projects.

- Decreased bounce rate by 11% and increased traffic by 33% within 30 days of launching a redesigned website
- Executed and optimized annual direct mail campaign with A/B testing to raise 5% of the annual budget each year
- Increased donations by 250% in the first year of creating a comprehensive sponsorship proposal package
- Earned two promotions and recognized with three "Above and Beyond" awards for outstanding achievement

GRAPHIC DESIGNER / BERMAN ADVERTISING / 2016-2017

Collaborated with creative directors and copywriters to build visual systems and meet clients' objectives.

- Evaluated clients' values with a team of five to form a variety of creative directions for print and digital application

GRAPHIC DESIGNER / UNIVERSITY OF MICHIGAN / 2014-2016

Managed the design of promotional campaigns from concept to production-ready files.

- Designed more than 30 multi-platform campaigns using illustration, branding, and typography skills

PROJECT MANAGEMENT PROFESSIONAL CERTIFICATION / GOOGLE / 2023

Completed a 140-hour six course series on initiating, planning, and running traditional and Agile projects.

UX DESIGN PROFESSIONAL CERTIFICATION / GOOGLE / 2022

Completed a rigorous 200-hour seven course series and three end-to-end UX design projects.

BFA IN ART & DESIGN / UNIVERSITY OF MICHIGAN / 2016