

# CAROLINE KEEM

## RESEARCH & DESIGN

312-316-6685 | keem.caroline@gmail.com  
CarolineKeem.com

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### CHICAGO-BASED USER

#### CHICAGO-BASED USER EXPERIENCE RESEARCHER & DESIGNER SPECIALIZING IN PROBLEM SOLVING

I consistently strive to discover core challenges and champion user centered experiences.

I'm a strong team player who loves collaborating with great people to bring beautiful things to life.

### SKILLS

Interaction design

Visual Design

User research (Qualitative & Quantitative)

Usability testing

Prototyping

Design systems

Persona writing

Agile UX

### TOOLS

Axure,

Figma,

Adobe CC,

Sketch,

Zeplin

FullStory

MS Office

HTML5

CSS3

### EXPERIENCE

#### Product Design Lead, TimeDoc Health; Chicago IL; 2021-present

- Design and prototype features and workflows to improve user flow through online call-tracking software.
- Conduct usability testing on all feature designs to ensure highest quality deliverables
- Create and maintain product design system
- Lead qualitative and quantitative user research activities. Consolidate user data to focus product or workflow improvement needs. Present resulting action items.
- Lead vision sessions and integrate design thinking into team work practice.
- Oversee Agile UX workflow. Work with product & development teams to ensure that all design & research activities integrate smoothly with agile development processes.

#### Product Design Manager & Research Lead, REEF Technology; Miami FL; 2021

- Lead a team of designers and user researchers. Oversee design process and ensure work adheres to design system
- Oversee all research projects. Maintain schedule of all studies. Train junior designers in research methods.
- Conduct qualitative and quantitative research. Consolidate user data to focus product improvement needs.
- Lead vision sessions and design focus groups
- Work with product teams to ensure that all design & research activities integrate with agile development processes smoothly

#### Sr User Experience Designer, Allscripts; Chicago IL; 2018-2021

- UX lead for a Scaled Agile Framework product development team. Responsible for visual design, usability, accessibility, and CSS of an online outpatient care management tool. Work with product owners to create process integrating design and user testing with development cycle.
- Conduct qualitative & quantitative research. Consolidate user data to better focus product improvement needs. Lead vision sessions based upon consolidated user research engaging entire product team in solution creation. Develop persona library from research.

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### EDUCATION

School of the Art  
Institute of Chicago  
Chicago IL — MFA, 2005  
Design with Emerging  
Technologies

State University of  
New York College at  
Purchase  
Purchase, NY — BFA  
1992  
Painting, Photography &  
Design

Additional writing:  
[medium.com/  
@carolinekeem](https://medium.com/@carolinekeem)

Case studies available  
upon request

- Work with product teams to ensure cohesive designs and integrate toolsets.
- Build high-fidelity prototypes to model interaction and flow for usability testing and development. Test prototypes with customers.
- Create product style guide detailing all UI elements' design, interaction, CSS and accessibility specifications. Ensure consistent adoption of styles by development teams.

### User Experience Architect, Humana; Chicago IL — 2015-2018

- UX lead for an agile design and development team. Responsible for usability and accessibility for online purchase flows for small business insurance.
- Work with product owners to set up highly collaborative process flow within agile methodology that ensures consistent delivery. Process has become a company-wide design and development model.
- Design and conduct user tests. Determine acceptance criteria. Evaluate and present test results.
- Build high-fidelity prototypes to model interaction and flow for user testing and development. Design layout and interaction for full screen, tablet and mobile pages.
- Coordinate and approve final copy and visual design. Ensure accessibility standards are met

### User Experience & Visual Design, Wellspring Worldwide; Chicago IL — 2014-2015

- Responsible for Interaction and Interface design for online patent management software.
- Author style guide detailing all UI element specifications and their use cases.
- Create wireframes and prototypes to model interaction flow through product.
- Work with development team to insure proper implementation of all interaction.

### User Experience Lead, Epsilen/ConnectEDU; Indianapolis IN / Boston MA — 2011-2014

- Visual and Interaction Designer, User Experience Team Lead responsible for creating online education management software.
- Conduct qualitative research and consolidate user data to shape product requirements and user experience design. Develop user personas based upon research.

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- Work with product owners & developers to storyboard interaction and refine requirements.
- Create wire-frames & working prototypes of interaction for developers. Ensure that all work is accessible to users who require assistive technology.
- Author company style guide on best practices.

### User Centered Design Team Lead, Autonomy HP; Chicago IL — 2005-2011

- Head a team of researchers & designers. Work with management to increase team visibility and prioritize User Centered Design in product development & life cycles. Assist with team work flow and prioritization.
- Visual Design lead of User Interfaces for web-deployed, iPhone, iPad, and client-side applications used across platforms & browsers.
- Conduct research to build data-based designs responding to user issues.
- Develop a uniform, Common Look and Feel User Interface design for all current and new web & client deployed software products.
- Coauthor company wide style guide so that engineers may create visually and behaviorally consistent interfaces across all products.

### Qualitative research, Incontext; Concord MA — 2003

- Performed Contextual Inquiry by interviewing users, and consolidating resulting information into data models that illuminated users' underlying needs.
- Developed User Personas, User Experience and User Interface solutions from the data.
- Modeled design solutions based upon users' discovered needs. Presented overview of data, design recommendations and final designs.