

CAROLINE KEEM

Chicago-based UX researcher and designer with 20+ years of experience. Proven track record of discovering core challenges and enhancing user experiences across various platforms.

EXPERIENCE

Product Design Lead, TimeDoc Health

Chicago IL— 2021-2024

Led user experience design and research to improve accessibility, increased efficiency, and reduce time-on-task within online care coordination software.

- ▶ Created both rapid and more detailed prototypes outlining 35 new solutions to meet complex end user needs
- ▶ Centered product development discussions on the user by integrating usability testing into product development process. Tested 14 major feature designs. Led “continuous discovery” agile qualitative user research. Monitored new feature adoption and uncovered behavioral data through click tracking software. Discovered emergent user concerns through quarterly SUS scoring and surveys.
- ▶ Oversaw design process and presented in-depth solutions to leadership. Worked with product & development teams to shape design strategy and smoothly integrate design and research with agile development processes.
- ▶ Developed product design system to ensure consistent, high-quality, and scalable feature development.

Product Design Manager & Research Lead, REEF Technology

Miami FL— 2021

Lead a team of designers and user researchers in creating a diverse range of mobile and responsive web products. Trained junior designers in reaching higher standards through effective design practices, research methods, and agile processes.

- ▶ Supervised designers’ processes, set product vision, and pushed for more creative and thoughtful solutions to users’ needs
- ▶ Oversaw and maintained all research projects and repository. Conducted qualitative and quantitative research to focus improvement needs

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 responsive online outpatient care management tools.

- ▶ Reduced ideation to implementation time spend by integrating design and user testing with development
- ▶ Conducted major qualitative research study to highlight real user needs. Led

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DESIGN SKILLS

- Interaction design via Flow models, Wire frames, and Prototypes
- Accessible Design
- Design system creation

RESEARCH SKILLS

- Qualitative & Quantitative user research & data analysis
- Usability testing
- Persona writing
- Heuristic evaluation

TRAINING

Interaction Design
Foundation Certifications:
AI for Designers, User Research Methods and Best Practices, Affordances & Intuitive Interfaces, Agile UX, Mobile UX, UX Management, Accessibility, Psychology of Interaction Design, Data-Driven Design

EDUCATION

MFA: Design with Emerging Technologies
School of the Art Institute of Chicago, 2005
BFA: Visual Arts
State University of New York College at Purchase, 1992
Concentrations in Painting and Design

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design strategy sessions based upon research that engaged entire team in solution creation. Developed persona library from research.

- ▶ Worked with cross functional team from early stages through delivery to co-create a new outpatient care coordination software that resulted in 40% reduction of inpatient service needs for client healthcare systems
- ▶ Created scalable product design system detailing all UI elements' design, interaction, CSS and accessibility specifications.

User Experience Architect, Humana

Chicago IL — 2015-2018

UX lead for an agile design and development team. Responsible for usability and accessibility improvements that increased conversions for insurance sales funnel.

- ▶ Worked with product owners to set up highly collaborative and efficient process flow within agile methodology that ensured consistent delivery. Process became a company-wide design and development model.
- ▶ Built high-fidelity responsive prototypes to model interaction and flow for user testing and development. Ensured accessibility standards were met

User Experience & Visual Design, Wellspring Worldwide

Chicago IL — 2014-2015

Lead Interaction and Interface design for new online patent management software. Author style guide; created wireframes and prototypes to model interaction; worked closely with development team to assist implementation.

User Experience Lead, Epsilon/ConnectEDU

Indianapolis IN / Boston MA — 2011-2014

Visual and Interaction Designer, User Experience Team Lead responsible for major redesign of online education management software. Conducted major qualitative research effort to shape product requirements and design. Developed user personas based upon research.

User Centered Design Team Lead Interwoven/Autonomy HP

Chicago IL — 2005-2011

Headed design team. Visual Design lead for web-deployed, iPhone, iPad, and client-side applications. Increased team visibility and prioritization of user centered design. Conducted research to build user data-based design solutions responding to user issues.

Qualitative Researcher, InContext Design

Concord MA — 2003

Performed Contextual Inquiry by interviewing users, and consolidating data to illuminated users' underlying needs. Modeled design solutions.

TOOLS

Axure

Figma

Adobe Creative Cloud

Click tracking & analysis tools (e.g. FullStory)

MS Office

HTML5

CSS3

Lucid chart

Miro

VOLUNTEERING

UX Design Mentor at [1871](#)
2020-present

Swim Coach for [Team Dream](#)
2021-present

Volunteer at [Vedgewater Community Garden](#)
2012-present

ADDITIONAL WRITING

medium.com/@carolinekeem