

# Donna Carroll

UX Designer

## contact

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## skills

UX Design  
UX Research  
Wireframing  
Prototyping  
UI Design  
Product Development  
Product Design  
User Testing  
Persona Mapping  
Copywriting  
Storytelling  
Public Speaking  
Presenting

## tools

Figma  
Adobe Photoshop  
Adobe Illustrator  
Google Suite  
Slack  
Zoom  
Mailchimp  
Google Analytics  
Webflow

## experience

### FREELANCE UX DESIGNER | DONNA CARROLL DESIGNS

January 2021 - present, remote

- Create shippable products in the outdoor, and health and wellness industries.
- Conceptualize and collaborate with clients on product strategy.
- Conduct user research, market analysis and data synthesis.
- Illustrate designs using storyboards, process flows and sitemaps.
- Communicate design choices through sketches and wireframes.
- Prepare and present deliverables to clients to solicit feedback.
- Create UI style guide and UI Kit, mockups and prototypes.
- Conduct usability testing, identify and troubleshoot UX problems.
- Collaborate and communicate pass off to developers.

### UX DESIGN & RESEARCH INTERNSHIP | MY MENTOR

February - April 2021, remote

- Recruited, scheduled, and conducted original research for client.
- Collaborated with team to analyze data, present findings, create design guidelines.
- Designed, demoed, and tested solution.
- Followed Agile methods including meetings and backlog maintenance.

### FOUNDER / EVENT DESIGNER | ECSTATIC DANCE INTERNATIONAL

2008 - 2020 in Oakland, California

- Built profitable business with the vision of creating community utilizing the tools of dance and music, translating mission to products then scaling through product development and testing.
- Developed streamlined processes, systems, and strategies. Designed all forms, visuals, copy, manifesto, ethics code, marketing materials, goals and roadmap to achievement.
- Hired, trained, and led tight-knit teams according to strengths, encouraging collaboration and empowerment across creatives and engineers—from core team (4 part-time staff and 12 creatives) to event-specific distributed teams.
- Grew core product from 33 attendees to 300 each week and reached \$250K in annual revenue.
- Over 12 years, designed, produced and managed 1,000+ events.
- Identified market opportunities that aligned with mission and tested new concepts biannually, resulting in development of training courses, innovative live concerts, and online events.

## awards & associations

CFDA Design Scholar - Runner up out of 9,000 applicants

Jonathan Fields 'The 108' Business Collective

Friends in Business Mastermind

Marie Forleo's B School

Renaissance Entrepreneurship Center

- Cultivated a passionate community that served as the inspiration for the creation of 150+ events worldwide.
- Built a global website (www.ecstatic dance.com). Partnered with web designer, developer, engineer, and branding agency to create brand identity, blog, copy, manifesto, and marketing materials.
- Using Google Analytics, increased annual website traffic by 35% by analyzing user data and responding with data-driven solutions for key metrics, resulting in an increase in new visitors to 38k in 2019.
- Created Ecstatic Dance leadership training course. In less than 6 weeks, developed budget, goals, 6 person team, marketing plan, social media initiatives, and roadmap to curriculum creation and launch. Trained over 100 students.
- In 2019, analyzed the leadership training course profitability. Moved program online, resulting in 55% more profitability and 90% decreased time commitment.
- Utilized Lean Startup methodology to create DJ Training in 2018. Collaborated with partner to create 180 page manual, build 11 person team, identify KPIs and design framework for measuring student performance. Sold out 60 spots for initial launch with 89% five star ratings in post-training feedback forms.

### **APPAREL DESIGNER | LANE BRYANT**

2005 - 2007 in Columbus, Ohio

- Adapted mainstream fashion for outlier audience for the nation's largest plus-sized clothing chain by bringing 45 apparel styles to market quarterly, driving design and initial production of multiple styles for \$50M denim separates business.
- Designs were connected and accountable to supply chain and business goals. Traveled biannually to Asia to ensure large-scale deliverables and razor-thin deadlines were met.

### **ASSOCIATE APPAREL DESIGNER | TALBOTS**

2003 - 2005 in New York, New York

### **ASSISTANT APPAREL DESIGNER | MAY MERCHANDISING COMPANY**

2001 - 2003 in St Louis, Missouri

### **APPAREL DESIGN INTERNSHIP | TARGET HEADQUARTERS**

Summer 2000 in Minneapolis, Minnesota

## education

### **DESIGNLAB | UX Academy**

Graduated June 2021, remote

### **KENT STATE UNIVERSITY | B.A., Fashion Design**

Graduated 2000, 3.8 GPA