

Donna Carroll

Product 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 PRODUCT DESIGNER | DONNA CARROLL DESIGNS

January 2021 - present, remote

- UX strategy and design for startups, brands, and nonprofits in the health and wellness industries.
- Work in close collaboration with business leadership and interdisciplinary teams concept through completion.

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.
- 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.
- Cultivated a passionate community that served as the inspiration for the creation of 150+ events worldwide.

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

- 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 the largest plus-sized clothing chain by bringing 45 apparel styles to market quarterly, driving design and initial production for \$50M denim separates business.
- Designs were accountable to supply chain and business goals. Biannual travel 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 July 2021, remote

KENT STATE UNIVERSITY | B.A., Fashion Design

Graduated 2000, 3.8 GPA