Carol Ann Friday

cafriday42@gmail.com | https://www.linkedin.com/in/carol-ann-friday/ | https://www.carolannfri.day/

Experience

Millennium Physician Group. – Fort Myers, FL
User Experience/User Interface Designer   *Aug 2021 – Present*
- Identified user needs and conceptualized them into product design goals resulting in a 22% increase in site engagement.
- Designed, prototyped, and iterated complex product concepts in collaboration with cross-functional teams resulting in a 119% increase in form submission success.
- Developed and maintained design files, sketches, and specifications using the industry-standard tools Figma and Adobe Creative Cloud, resulting in a more efficient design process.
- Conducted user research and usability testing to validate design concepts resulting in a 200% increase in online scheduling.
- Took existing ideas, assessed them, and refined them to create a cohesive and consistent user experience resulting in a 16% decrease in task abandonment.
- Worked closely with development and marketing to ensure successful product launch and adoption.

African American Cultural Arts & History Center – Burlington, NC
Product Designer   *Mar 2021 – May 2021*
- Designed and implemented online donation form resulting in 21% growth in monthly donations.
- Created virtual exhibit working in a cross functional team generating 200% more daily customer engagement.
- Defined and documented design standards and practices for continued client use and maintenance.

Education

Elon University – Elon, NC
Master of Arts in Interactive Media - focus in design, strategy, and implementation.

University of North Carolina at Wilmington – Wilmington, NC
Bachelor of Arts in Communication Studies - focus in integrated marketing communication

Additional

Skills: Accessible design, design thinking, data analysis, user flows, visual design, information architecture, systems thinking, heuristic evaluation, content strategy, design systems, user research, search engine optimization, wireframing, prototyping, branding, storytelling, copywriting, and usability testing.

Tools: Figma, Miro, Adobe Creative Suite, Webflow, Optimal Workshop, Hot Jar, Invision, Google Analytics, HTML, CSS, and Canva.