
CAROLINE KEEM

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Skills

User experience design. Qualitative & quantitative user testing. Axure, Adobe CC, Sketch, Illustrator, Sympli, MS Office, HTML5, CSS3, Bootstrap

Experience

User Experience Architect, Humana; Chicago IL — 2015-present

- UX lead for an agile design and development team. Responsible for usability and accessibility for online research and 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.
- Set up A/B tests
- 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.
- Perform full-stack visual and interaction design as necessary
- 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 extensive 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.
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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.
- 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 and consolidate user data in order to build wireframes in response to user issues.
- Develop a uniform, Common Look and Feel User Interface design for all current and new web & client deployed software products.
- Perform UX review on completed work to insure that wireframes and style guides have been followed.
- Coauthor company wide style guide so that engineers may create visually and behaviorally consistent interfaces across all products.

Qualitative research & Visual design, 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.
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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; Chicago IL — MFA, 2005

Painting, Photography & Design
