

# Carolyn Macaluso

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## UX/Product Designer

Passionate about designing applications that people will delight in using, void of frustration.

How? Through creative design thinking focused on people-centered solutions. Excel at streamlining processes. Also enjoy nurturing team creativity to achieve success beyond MVP expectations. Experienced managing large-scale projects with recent successes such as Verizon Cloud's Location feature that tripled anticipated engagement, and Private Folder, a complex, first-to-market feature that has become an app necessity. Desire a position to continue to grow in and improve products but also help others do the same.

## Work Experience

### Senior Product Designer – Personal Cloud

Synchronoss Technologies Inc - Bridgewater, NJ

February 2019 to December 2023

Key projects: Locations (tripled engagement), Private Folder (PIN auth., first to market, high value), Enhanced Sharing/Collaboration (ongoing to increase app engagement, subscriptions)

- Lead feature design initiatives and enhancements from creative ideation through production for Verizon Cloud and other white label-based cloud customers.
- Entrusted with large, high-value, highly complex projects.
- Created detailed user flows and wireframes that capture all paths in a user's journey ensuring a successful experience.
- As a design liaison, facilitated understanding between in-house design, QA & engineering teams, and customer stakeholders.
- Comfortable presenting high-fidelity wireframes & prototypes to a wide audience including clients. Lead design reviews and provide critical feedback to others.
- Advocated for good design principals supported by user research and industry standards. Design system contribution, including animation & illustrations.
- Ensured platform parity for Android/ iOS devices and responsive design for web, PIN authentication.

### Senior UX Designer – Verizon.com: SME Use/Pay Customer Journey Verizon - Basking Ridge, NJ

July 2016 to January 2019

Key projects: FamilyBase/Family app, Connected Devices, Add-ons

- Designed frictionless experiences to affect impactful changes to existing processes and new Verizon offerings.
- Produce and present clean, highly detailed, annotated wireframes and prototypes using Sketch and Axure Pro in a fast-paced, agency-style environment.
- Mentored and guided junior designers in best practices, promote teammates' talents.

### UX Designer – Point of Sale

Verizon Wireless - Warren, NJ March 2006 to December 2015

Key projects: Infodesk 2.0, Landing Portal

- User advocate: designs ensured sales associates could easily manage all customer data by prioritization & streamlining workflows.
- Wireframes, prototypes, design assets, Flash animation, payment kiosks illustrations, All designs coded for frontend dev. in HTML/CSS/JQuery/JavaScript. Worked side-by-side with JavaScript developers for troubleshooting and design alignment.

## Education

### Master's coursework in User Experience and Multimedia

Quinnipiac University - Remote

January 2017 to December 2018

### Certificate in Multimedia

Georgia Institute of Technology – Remote (AT&T School of Business)

### B.F.A. in Illustration

School of Visual Arts - New York, NY

### A.A.S. in Marketing, Art & Design

Middlesex County College - Edison, NJ

## Skills

- |                         |                            |                       |
|-------------------------|----------------------------|-----------------------|
| • User Experience (UX)  | • CSS                      | • Usability           |
| • Sketch (7 years)      | • Agile                    | • HTML5               |
| • Axure                 | • Prototyping              | • Adobe After Effects |
| • Animation             | • Figma                    | • User research       |
| • Illustration          | • Android                  | • iOS                 |
| • PWA                   | • Communication skills     | • Mobile applications |
| • Zeplin                | • UX                       | • UI                  |
| • Responsive web design | • Visual design            | • Wireframing         |
| • Design thinking       | • Cloud development        | • Jira                |
| • Adobe Creative Suite  | • Information architecture | • Computer graphics   |
| • User Research         | • IVR                      | • Web accessibility   |

## Awards

### Synchronoss Innovation Jam

- 2023 – Winner (Problem Solving)
- 2022 – Winner (Customer Experience)
- 2021 – Winner (Customer Experience)
- 2020 – Finalist (Customer Experience)

Innovation Jam is a global competition bringing together hundreds of employees teaming up to ideate, innovate, craft, and design solutions around the company's products, services, and processes.

### SyncXcellence Award

- 2023 - Cloud UX/UI Redesign
- 2022 - Cloud UX/UI Redesign

## ADDITIONAL RELATED EXPERIENCE

### Web Usability Designer/Information Architect

NYC-SBS Workforce 1 New York City Dept. of Small Business Services | Contractor, NYC January 2006 - February 2006

Key project: Training Directory for public website

Administered, evaluated, and presented user field research and survey projects. Transformed findings into medium-fidelity wireframes, defined nomenclature system, observed ADA guidelines.

**Content Designer – Sales Portal**

Cingular Wireless | Paramus, NJ January 2005 – September 2005

Supported the sales portal audience redesign by facilitating personalization through channel lead interviews for approx. 200 different audience groups serving over 10,000 users.

**National Sales Operations Webmaster**

AT&T Wireless | Paramus, NJ

June 1999 – December 2004

Key project: BusinessLink

Designed, developed, managed content for large site serving National Retail, Business, Indirect & Virtual Sales channels.

**Various roles AT&T | New Jersey**

Asst. Webmaster/Custom Development – Growth Markets

Webmaster/Content Mgr., Design/Nav. SME

Interactive Voice Response System (IVR), Faxback Channel Mgr.

Corporate Calling Card Channel Manager

Marketing Manager/Art Director - AT&T Labs/QUEST

Computer Graphics Specialist – Media Svcs.