

Caroline Bosch, Product Designer

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Professional Summary

Detail-oriented designer whose passion lies at the intersection of technology and the environment. Specialized in UX and UI design, brand development and creative storytelling. Dedicated to continuous learning and growth.

Experience

Product Designer | The Tight Fit *Freelance, Jan 2023 - Nov 2023*

- Integrated a new admin onboarding flow and class check-in feature to the fitness scheduling startup's business-facing web portal, elevating the System Usability Scale score by 15 points.
- Established a scalable design system and component library to ensure brand and experience consistency.
- Designed and developed a responsive marketing website communicating the brand's primary value proposition to three distinct user groups.
- Advocated for users in weekly workshops with cross-functional peers; articulated design decisions to the team with wireframes, prototypes, and presentations.

User Experience Designer | Kappa Phi Lambda National Sorority *Freelance, Mar 2023 - Apr 2023*

- Interviewed ten key stakeholders to uncover redundancies in the sorority's roster management workflow and propose a solution that reduced processing time by 50%.
- Recommended a shift away from new product development in favor of both adopting the suite of products already known by leadership and improving chapter-wide communication networks.

User Experience Designer | Driven *Freelance, Oct 2022 - Nov 2022*

- Defined the end-user experience of a new mobile app for a micro-leasing startup in collaboration with product managers, design, and engineering during a three week design sprint.
- Streamlined four manual stages of the user journey to achieve an average task completion rate of 98.5%.

Graphic Designer | Roots First Design Jan 2021 - Aug 2022

- Led the design of a new brand identity and website for a non-profit initiative, ensuring consistency between organizations and across digital and physical media.
- Directed content strategy for a series of three risograph booklets on landscape, environment, and sustainability topics; illustrated and designed page layouts and wrote engaging, user-friendly copy.
- Created branded presentations, brochures, site maps and renderings for both residential and commercial clients using Adobe Creative Suite and ArcGIS.

Education

Wake Forest University | BA Interdisciplinary Environmental Studies, Studio Art Minor Aug 2016 - May 2020
Graduated *magna cum laude*.

General Assembly | User Experience Design Immersive Aug 2022 - Nov 2022

UC Berkeley | Design & Innovation for Sustainable Cities (DISC) Program Jun 2019 - Jul 2019

Skills and Toolkits

Software: Figma, Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Axure RP, HTML/CSS

Design: User Experience Design, User Interface Design, Interaction Design, Sketching, Wireframing, Prototyping, User Flows, Sitemaps, Mockups, Design Systems, Component Libraries, Visual Design, Web Design, Graphic Design, Branding, Typography, Illustration

Research: User Interviews, Usability Testing, Competitive Analysis, Market Research, Surveys, Journey Mapping