

Caroline Fogg

carofogg@gmail.com • (571) 215-6718 • carolinefogg.com pw: caroline21

Designing to help businesses reach growth goals while also helping as many people as possible. With a fantastic attitude and a creative mindset, I complement any team. Let's work together to make a difference!

Skills

UX Design
Design Thinking
Usability Testing
Rapid Prototyping
Design Strategy
Facilitation
Service Design

Certifications

LUMA Institute
Certified Practitioner of
Human-Centered Design
April 2019

Nielsen Norman Group
UX Certification
ID #1029671
May 2019

Education

IDEO - U
Designing Strategy
June - August 2020

General Assembly
UX Design Intensive
June - August 2017

**University of Mary
Washington**
BA - Art History
2010 - 2014

User Experience Designer - Steampunk, Inc.

March 2021 to present

Led human-centered design efforts for government clients. Most notably:

- Planned and conducted 24 design reviews to determine feasibility, desirability, and usability of 19 features during a 10-month contract
- Led the design and creation of learning materials for application including a 100+ -page user manual and 20 bite-sized quick reference guides
- Led discovery research to inform the scope of a 6-month contract
- Facilitated a workshop with client to prioritize groups within an agency to conduct meaningful research
- Created surveys to gather baseline information of user groups
- Planned and facilitated 11 co-creation sessions in a 2-week period with prioritized groups
- Outcome of discovery research included delivering 32 'profiles' of groups within the agency categorized into 3 major user groups for a web-based application to client

Designer - Fannie Mae

October 2017 to March 2021 (Aquent contract October 2017 - June 2018)

Supported various partners throughout the enterprise through design and design strategy. Most notably:

- Led design for a suite of internal financial products, including the strategy and design for a net-new product that saved a team in finance time and money in the team's operations
- Planned and facilitated a remote 4-hour workshop that yielded 42 solutions for an internal team in finance through 6 carefully thought-through exercises and activities
- Led the creation of a series of service blueprints remotely to document the experience of 4 teams in finance utilizing a legacy product. Gathered data in 13 sessions to create 6 service blueprints that displayed a total of 49 pain points and 37 opportunities for improvements in their processes

Design Services Associate Manager - Framebridge

April to June 2017

- Oversaw a team of 6 junior Customer Experience design champions
- Maintained a concierge-style service at the utmost professionalism and personalized attention to detail in customer communications
- Facilitated bi-weekly team meetings

Lead Trainer - Framebridge

September 2016 to April 2017

- Facilitated the onboarding for 11 new members to the Customer Experience team by holding week-long orientations
- Created and taught team-wide lessons about a variety of topics bi-monthly
- Provided support for fellow Customer Experience champions