



Caroline Keane

A UX Designer that gets to the bottom of users' problems and designs accordingly.

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Profile

I am a UX Designer with over two years of experience working with companies to design solutions that improve their bottom line. I have a particular strength in being able to make sense of complex information, making design decisions informed by research, and learning quickly what to do when faced with new problems and situations.

Experience

FREELANCE UX DESIGNER  2023- Present
Cook Apps LLC.

- Redesigning the onboarding flow of the Body Measurement and BMI Tracker app to eradicate findability, usability, and ease-of-use issues that are affecting the company's bottom line.
- The redesign is anticipated to increase the number of users who download the paid version of the app

"As the owner and developer of the Body Measurement Tracker app, Caroline has been a godsend to me. Her thorough analysis of the app's analytics, careful usability research and thoughtful re-design have put the app back on the right track. While the redesign is still under development, I'm confident that it will unlock new possibilities for the app's future." - **Daniel Cook, Owner of Cook Apps. LLC**

FREELANCE UX DESIGNER  2022- 2023
TagSonar

- Designed a business profile screen for local businesses in Boise, ID
- Created a style guide to standardize UI design elements and patterns for the company

FREELANCE UX DESIGNER  2022- 2022
WithHealth

- Carried out user research and then redesigned their landing page for their telehealth software product
- Conducted a heuristic evaluation on the existing landing page to fix the high-priority usability issues
- Reduced the cognitive load on the user by designing graphics that replaced lots of text

EXECUTIVE ASSISTANT  2020- 2020
Umpqua Economic Development Partnership

- Designed and formatted quarterly business reports and newsletters in Canva
- Created slide-deck presentations for the CEO

PERSONAL ASSISTANT  2019- 2019
AMH Pianos

- Provided feedback and liaised with the web developer to redesign the new company website
- Made updates to the WordPress company website

Education

UX/UI DESIGN TRACK  2020- 2022
Springboard

HISTORY BA  2007- 2010
The University of Kent