

# Carrera Caldwell

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Vancouver, BC

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## OVERVIEW

Passionate and detail-oriented UI/UX Designer with a proven track record in designing user-centric web and mobile interfaces and conducting comprehensive user research. Adept at translating business goals into innovative design solutions, with a strong commitment to enhancing user experience.

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## KEY COMPETENCIES

User-Centered Design	Critical thinking skills	Expertise in various design tools
User Research & Usability Testing	Project Management	Proactive and self-motivated
Wireframing & Prototyping	Excellent communication skills	Strong leadership skills

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## PROFESSIONAL EXPERIENCE

### UX Designer

June 2024 – Present

#### Number 41 Media

- Collaborated on UX design initiatives for government projects in BC, AB, and nationwide, focusing on service design and system creation, from initial concept through to final implementation. Ensured designs were user-centric and met accessibility standards, aligning with government constraints.
- Produced wireframes, prototypes, and high-fidelity designs using Axure, ensuring consistency and coherence across government services and digital products.

### Director & Design Lead

December 2019 – Present

#### Flipt Digital

- Spearhead all phases of digital design projects from concept to deployment, emphasizing user-friendly, aesthetically pleasing interfaces for web and mobile applications.
- Conduct user research and usability testing to create design solutions that effectively address user needs and pain points.
- Collaborate closely with product managers and development teams to ensure seamless integration of design concepts with technical implementations.

### UX Web Designer

November 2021 – October 2023

#### Jambaree / Bare Advertising and Design

- Led design efforts for web projects, including user interface creation, from ideation through to final implementation, ensuring alignment with user experience goals.
- Collaborated with engineering teams to refine designs based on insights gained from user research, prototype testing, and usability assessments.
- Developed wireframes, prototypes, and high-fidelity designs using tools like Figma and Sketch, contributing to the consistent and coherent design across products.

**UX Design Intern****May 2021 – November 2021****Ammunition Group**

- Performed user testing and prototyping for app and product interfaces, applying strong attention to detail and user-system interaction principles.
  - Collaborated in interdisciplinary teams to develop user-centric design solutions for new product features, enhancing overall usability and user satisfaction.
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**VOLUNTEER EXPERIENCE****WEB & OPERATIONS MANAGER****Mar 2019 – Present****Creative Pulse**

- Creative Pulse is an organization that hosts monthly events for commercial creatives in Vancouver. It fosters community engagement and creativity. I am in charge of website management, event day operations, and future developments as the organization expands to reach larger audiences.

**WEB MANAGER****Dec 2022 – 2023****Young Women In Business**

- Young Women in Business is a community for emerging female leaders and young professionals who want to create their own success. I managed everything website related for the organization.

**KITCHEN VOLUNTEER****Oct 2018 – Mar 2020****The Union Gospel Mission & Carnegie Hall**

- Before the Covid-19 pandemic, I dedicated much of my free time to volunteering at soup kitchens and homeless shelters. This work was driven by my deep commitment to serving my community and my passion for helping those in need.
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**EDUCATION & CERTIFICATIONS****Bachelor of Business Administration**

British Columbia Institute of Technology (BCIT),  
October 2020 – April 2022

- Gained essential skills in business management, directly applicable to overseeing UX projects and integrating user and business goals.

**Diploma in New Media Design and Web Dev.**

British Columbia Institute of Technology (BCIT),  
October 2018 – October 2020

- Specialized in UI/UX principles, information architecture, and responsive web design, with extensive practice in Adobe Creative Suite and front-end development.

**AWARDS****Adobe Design Circle Scholarship Recipient**

May 2020 – Awarded for demonstrated potential and talent in design.

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**LANGUAGES**

- English (Fluent)
- French (Proficient)
- Mandarin (Basic)