**CARA LYNN KLEID**   Seattle, WA   212-568-3374   ckleid@gmail.com   caralynnkleid.com

# Cara is a highly collaborative product designer who thrives in ambiguity.

## EXPERIENCE

**Ancestry** (genealogy & DNA testing) **– Principal Product Designer**

Sept 2022 – Present • Remote

- Re-designed the menu and navigation of our tree-building tool delivering significant improvements in our key engagement metrics: +170.59% increase in # of hints buttons clicked, +119.44% in hint button click rate, and 101.22% increase in node creation.
- Crafting a product strategy and innovating Search for millions of people to discover stories in the 30B records on our B2C SaaS platform.
- Led design for our vision utilizing emerging technology.
- Design ops: establishing design success metrics best practices, building team chemistry, facilitating weekly design critiques.

**98point6** (chat-based health-tech) **– Principal Product Designer**

July 2021 – Sept 2022 • 1 year 3 mos  Seattle, WA

- Led design to pivot our bespoke software to a SaaS platform.
- 0-to-1 design of our first chronic care program using connected devices, Apple Health Kit, and behavior change.
- 0-to-1 design of the first end-to-end visit automation tool for our care delivery platform.
- Co-organized our inaugural hackathon which resulted in 23 new projects being prioritized for development.

**Bill and Melinda Gates Foundation – Principal UX Designer**

Oct 2017 – July 2021 • 3 years 10 mos  Seattle, WA

- Recruited and managed a team of 3 UX designers while establishing standardized design and design ops practices including 3 playbooks (UXD, UXR, recruiting) and 6 deliverable templates (UXR).
- Designed, launched, and improved a new investment platform that has increased efficiency and decreased the effort needed to make, approve, manage, and amend $36 billion of investments.
- Promoted to the leadership team of our 100 person cross-functional product team.
- Co-led road map creation.
- Facilitated 6 innovation workshops & human-centered design trainings for various teams including: the Polio Team, IGNITE Worldwide, and LUMA Institute.

## EDUCATION

**School of Visual Arts**
New York, NY
**Design** Continued Ed.

**The Cooper Union**
New York, NY
**Design** Continued Ed.

**Evergreen State College**
Olympia, WA
**B.A. Studio Art**

## VOLUNTEER

**Guest Lecturer & Advisor**
**University of Washington, MHCI+D, HCDE**
Seattle, WA

**Fellowship Advisor**
**Visible Hands VC**
Remote

**Speaker & Workshop Instructor**
**UX New Zealand**
Wellington, NZ

**Mentor**
**Hexagon UX**
Seattle, WA

**Speaker & Workshop Instructor**
**Catapult Labs**
Menlo Park, CA

**Local Leader**
**IXDA Uganda**
Kampala, UG

## EXPERIENCE CONT'D.

**Nerdy [NYSE: NRDY]** (ed-tech) **– Senior Product Designer**

Jun 2016 – Oct 2017 • 1 year 5 mos  Seattle, WA

- Established the product design practice as the first designer hired.
- Co-created our first design system.
- Re-designed our supply-side experience using behavioral design and algorithms resulting in increased profits from our on-demand tutoring service and higher tutor satisfaction.
- Re-designed our online learning platform and customer account experience which increased customer-initiated sessions by 30%.
- Led four cross-functional teams for bi-monthly hackathons.

**Fell Swoop** (UX agency) **– Senior UX Designer**

Mar 2014 – Jun 2016 • 2 years 1 mo  Seattle, WA

- 0-to-1 design of Secure Score, an enterprise information security posture platform for Microsoft Office 365.
- 0-to-1 design of Story2, a SaaS product to innovate storytelling for college applicants.

**Grameen Foundation** (NGO) **– Product Design Lead**

Feb 2013 – Mar 2014 • 1 year 2 mos  Kampala, Uganda

- 0-to-1 design of mobile savings product that has improved the lives of 200k+ families in rural East Africa.
- Created our global design strategy and facilitated a roadshow to our five global offices.
- Capacity building: facilitated 13 innovation workshops and 2 design courses.

**MAYA Design** (HCD consultancy) **– Interaction Designer II**

Feb 2012 – Feb 2013 • 1 year  Pittsburgh, PA

- 0-to-1 design of health insurance platforms (B2C and B2B) for Highmark BCBS, an enterprise health care provider/insurer that led to saving $5 million in the first year.
- Co-facilitated four multi-day innovation workshops using LUMA Institute's design thinking methodology.

**Freelance for Seed & Pre-seed Startups – Interaction Designer**

Aug 2008 – Feb 2012  •  3 years 7 mos  Pittsburgh, PA

- 0-to-1 design of a SaaS product to match candidates with employers using Linkedin's API.
- 0-to-1 design of an educational app to gamify the process of learning computer science for girls.

## SPECIALTIES

**Charming storytelling**
**Workshop facilitation**
**Growing design maturity & culture**
**0-to-1 Innovation**
**Complex re-designs**

## SKILLS

**Product strategy**
**Product design**
**Prototyping**
**Visual design**
**Relationship building**
**Service design**
**Stakeholder management**
**User research**
**Mentoring**
**Design systems**