

Cara is a product designer, advisor, and mentor with strong research skills.

EXPERIENCE

98point6
Seattle, WA

Principal UX Designer (2021 – Present)

- Designing our first chronic care program using connected devices and behavioral change.
- Designed the first end-to-end visit automation tool for our care delivery platform.
- Co-organized our inaugural hackathon which resulted in 23 new projects currently being prioritized for development.

Bill & Melinda Gates Foundation
Seattle, WA

Principal UX Designer (2017 – 2021)

- Recruited and managed a team of three UX designers while establishing standardized design and design ops practices including three playbooks (UXD, UXR, recruiting) and six deliverable templates (UXR).
- Led the user experience of our core business platform.
- Designed, launched, and improved a new investment system that has increased efficiency and decreased the effort needed to make, approve, manage, and amend \$36 billion of investments.
- In 2020, I was promoted to the leadership team of our 100 person cross-functional project team.

Varsity Tutors
[NYSE: NRDY]
Seattle, WA

Senior UX Designer (2016 – 2017)

- Established the product design practice as the first designer hired.
- Co-created our first design system.
- Redesigned our supply-side experience using behavioral design and algorithms resulting in increased profits from our on-demand tutoring service and higher tutor satisfaction.
- Redesigned 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
Seattle, WA

Senior UX Designer (2014 – 2016)

- Designed a responsive, enterprise information security tool for Microsoft Office 365.
- Designed a target marketing platform and responsive marketing website for Facebook.
- Designed a SaaS product to innovate storytelling for college applicants for Story2.
- Redesigned the home page for People.com.

EXPERIENCE CONT'D.

Grameen Foundation
Kampala, Uganda

Product Design Lead (2013 – 2014)

- Designed, piloted, and shipped a 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.
- Facilitated 13 innovation workshops and 2 design courses.

MAYA Design
Pittsburgh, PA

Interaction Designer II (2012 – 2013)

Interaction Designer I (2012 – 2012)

- Lead designer of the digital transformation (B2C and B2B) of three key products for a giant health care provider that led to saving \$5 million in the first year.
- Co-facilitated four multi-day innovation workshops using LUMA Institute's Design Thinking methodology.

Various Startups
Pittsburgh, PA

Interaction Designer (2008 – 2012)

- Designed a SaaS product to match candidates with employers using LinkedIn's API for Werkadoo.
- Designed responsive marketing sites for an early fitness tracking device for Body Media (acquired by Jawbone).
- Designed an educational app to gamify the process of learning computer science for girls.

VOLUNTEER

Visible Hands VC
Remote

Fellowship Advisor (2021 – Present)

**University of Washington
HCDE & HCI+D**
Seattle, WA

Advisor & Guest Lecturer (2017 – Present)

EDUCATION

School of Visual Arts
New York, NY

Web Design (Continued Ed.)

The Cooper Union
New York, NY

Design (Continued Ed.)

Evergreen State College
Olympia, WA

B.A. Studio Art