Carolyn Rolbiecki

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PROFESSIONAL SUMMARY

Innovative and creative professional with 8+ years of experience in UX strategy, design, and research in B2B and B2C, working with clients such as Google, UL, Dot Foods, and Motion Industries. Skilled in problem-solving and leading high-impact initiatives from concepts to execution in product, ecommerce, supply chain, and digital projects. Proven record of crafting solutions that provide clarity to cross-functional teams, encouraging collaboration among engineers, product owners, designers, stakeholders, users, and business teams to bring innovative ideas to life.

WORK EXPERIENCE

Lead UX Designer at CCG Ideas (Nov 2023 - present)

- Lead the UX strategy, design, and research for a complex B2B mobile application to provide an efficient and modernized tool for ordering, quoting, reporting, inventory counting, and additional user needs.

- Collaborate and work cross-functionally with product, engineering, stakeholders, and users to gather user and business requirements from legacy software in order to frame problems, develop use cases, and articulate clear UX solutions aligned with strategic goals for a new mobile app.

- Create prototypes, wires, designs, and flows in Figma to improve communication with engineering and users.

- Maintain a user-centric approach to solutions by continuously involving users from a customer advisory board in order to address pain points, meet business needs, mitigate risk, and continuously improve the experience.

Senior User Experience Architect at The Office of Experience (Nov 2015 - Aug 2023)

- Led the UX strategy, interface, and research for a complex ecommerce website to over $1B in sales, improved key task efficiency by 75%, and increased key task usage by 15%.

- Created the UX for a new mobile application that digitally transformed the client's business, catering to a previously underutilized audience and leading to the expansion of additional digital offerings and audiences.

- Provided consulting to companies and clients on their overall strategic and business objectives to meet KPIs, business goals, and user needs through user experience, product design, research, and innovation.

- Created, led, and presented wireframes, prototypes, flows, and other visual concepts to effectively communicate the intended solution, design system, and business requirements to multiple disciplines, including development, designers, product owners, and stakeholders.

- Advocated, conducted, and synthesized qualitative and quantitative research to better understand user behaviors and product performance to solve intricate business problems and inform the strategy, features, personas, journey maps, prioritization, and design for products, applications, websites, and services.

- Utilized a flexible workstyle for complex problem solving in fast paced environments to best deliver the work and collaborate with the team, including the use of tools like Figma, Axure RP, and Jira.

UX/UI Designer at Designation (Jun 2015 - Oct 2015)

Carolyn Rolbiecki

EDUCATION

University of Illinois at Urbana-Champaign, USA (2009-2014)
B.A. in International Studies (Topic Focus: Technology, Location Focus: Asia)
Minor in Informatics

Konan University (甲南大学), Japan (2012-2013)
Year in Japan Program
Emphasis on Japanese language and culture

SKILLS

Wireframes, prototypes, information architecture, flows, design systems, user research synthesis, research reports, research plans, journey maps, use cases, personas, UX audits, feature recommendations, service maps, user stories, annotations, business requirements, feature prioritization, complex problem solving, innovative solutioning

TOOLS

Figma, Axure RP, Jira, AHA, ProtoPie, Sketch, Userlytics, usertesting.com, Validately, Hotjar, agile methodology, waterfall methodology, SAFE methodology, lean UX, Miro, Google Apps/Suite, Microsoft suite, InVision, Google Analytics

RESEARCH METHODS

User testing, usability testing, user interviews, SME interviews, stakeholder interviews, competitor audits, UX audits, A/B testing, surveys, card sorting, affinity diagramming, analytics analysis, qualitative & quantitative research methods