



CARYN AUDENRIED

UX/UI Designer & Illustrator

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Freelance Designer & Illustrator

NEW YORK, NY AREA · May 2012–August 2013, June 2016–Present

- Supported agile development team at startup Roam Luggage from Feb. 2019 to present as UX/UI designer; designed several pages for site including Home page, About page, and promotional collaboration pages.
- Redesigned UX/UI of several responsive web pages for Upsider, an established startup in the sales and recruiting space, including landing pages and internal dashboards to increase conversion rates.
- Designed sales marketing pages for Real Simple Magazine online.
- Comissioned for two illustrations appearing in Lente Magazine in Spring 2017.
- Created custom illustrations and designed promotional materials for the shows Stories at 966 and Stories from Warbasse, storytelling shows in Brooklyn co-produced by Su Casa and Stories of NY.

Unplugg Lead for Product Design

NEW YORK, NY · October 2017–January 2019

- Lead product designer on startup Unplugg's MVP platform, a responsive website for booking salon and spa appointments.
- Served as sole designer at Unplugg for over a year as a 50% time employee (and before that as a contractor); supported a remote, agile development team with UX expertise and design with the goal of finding product-market fit. Also designed logo and branding.

JP Morgan Chase UX Contractor

NEW YORK, NY · May 2018–January 2019

- UX Contractor brought on to design an internal application for JP Morgan Chase employees to streamline day-to-day efficiency and save time; make recommendations for future UX practice.
- In this 8-month contract I worked with a small team to identify problem areas, review current work patterns and pain points, and develop a proposed software solution presented through wireframes and an Axure prototype, which will be developed and implemented further by internal teams.

XO Group Product Designer

NEW YORK, NY · August 2013–May 2016

- Part of a team of five designers that supported full relaunch and redesign of theknot.com; later in 2016 this team led a full rebranding exercise of all of The Knot's digital properties.
- Lead designer on the agile product development team to support the Fashion area of theknot.com for two years.
- Lead designer on the agile product development team to scale and publicly launch the Venue Concierge product on theknot.com (November '15–April '16)
- Lead designer on The Knot Wedding LookBook iOS App for two years.
- Produced all graphics, signage and promotional material for the Fall 2013 The Knot Couture Show, a yearly bridal fashion convention.

R/GA Interaction Designer

NEW YORK, NY · June 2010–May 2012

- Worked on new website for Degree Deodorants that joined all social and ad channels for the brand. Responsibilities included researching clients and user's needs, planning UX and layout of the site, creating wireframes and schematic documents.
- Lead interaction designer on pitch team that created a promotional Facebook game for MasterCard Priceless Cities in Chicago. Also worked on Mastercard US site UX.
- Interaction designer on team supporting Verizon Wireless. Tasks included creating wireframes, schematic documents, competitive analysis, and personas.
- Other clients for whom I worked on UX projects besides above: Weil, Goldman Sachs, SC Johnson.

Studio for Creative Inquiry Graphic Designer

PITTSBURGH, PA · September 2009–June 2010

- Produced graphic design and branding for art projects, conferences and events made possible by this studio within the College of Fine Arts at Carnegie Mellon.

SOFTWARE & SKILLS

Sketch
 Adobe Creative Suite
 Invision
 Webflow
 Prototyping (various tools)
 Pivotal Tracker
 HTML & CSS
 User Testing (various methods)

EDUCATION

Carnegie Mellon University
 BFA Communication Design, 2010
 Cumulative QPA: 3.83/4.0

HONORS & GROUPS

Phi Beta Kappa
 Carnegie Mellon University 2010

Design Excellence Award

Context: AIGA Pittsburgh's annual juried design show, 2009 and 2010 shows