

# Caroline Koldus

**Product Designer** focused in crafting impactful experiences for inclusion and wellness.



## Education

2022

### Google UX Design Certificate

2017 Summer

### Creative Circus Portfolio School

Advertising

2014 – 2017

### Texas A&M University

Bachelor of Science, Business

Minor: Economics & Communications

## Skills

- Usability Testing
- A/B Testing
- Visual Design
- Interaction Design
- Prototyping
- Wireframing
- Ideation
- Design Systems
- Data Visualization
- HTML/CSS
- Figma
- Adobe CC
- Cross-Platform Experiences (web, mobile, native app, retail)

## Work Style

- Collaborative
- Communicative
- Agile
- Problem Solving
- Inclusive

## Interests

- Hiking
- Photography
- Urban Homesteading
- Regenerative Farming Enthusiast

## Experience

2021 – Present

### Product Designer • Freelance

- Worked with a vacation rental to build out their own booking function and increased their monthly bookings on average **24.77%**
- Consulted a Supply Chain SaaS on their high impact universal search feature within their platform
- Empathizing with users by creating empathy maps, personas, user stories, and user journey maps
- Developing mockups using visual design elements and principles
- Considering accessibility at every point in the design process

2020 – Present

### Brand Designer • Terra Agency (Brand + Design)

- Conceived agency to amplify the Small Business Owner's voice
- Working with more than half a dozen small businesses to construct their branding identity, complete design and build of their website, uplift their social media presence, and more

2020

### Account Development Representative • Samsara (IoT)

- Contacted potential clients through cold calls & emails to identify their needs and suggest the appropriate Samsara product
- Coordinated meetings between potential clients and Account Executives
- Conducted market research to secure new business opportunities and generate new revenue streams

2019 – 2020

### Business Development Representative + Social Media Manager • Berke (SaaS)

- Generated **\$570K** pipeline through by prospecting, emailing, cold calling, and social selling
- Maintained a prospect meeting show rate of **83%** with decision-makers (C-level)
- Increased social media channels CTR by **170%** and impressions by **550%**
- Amplified social sourced website visitors by **16%** and lead conversions by **200%**