

CARLY CULVER

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CAREER OVERVIEW

Seasoned designer with fourteen years of experience in visual design and ten years of experience in product design. Adept at a wide assortment of skills ranging from high-level responsibilities such as assisting product management in forming roadmaps, to designer-specific tasks such as creating wireframes and conducting usability testing. I approach projects with a positive attitude and user empathy, taking many lessons learned from failures and successes to help craft effective and usable solutions.

CORE ACCOMPLISHMENTS

Re-designed a product listing ad page, which reduced bounce rate by 23% and increased conversions by 4%.

Designed and assisted an implementation strategy for highlighting quick ship products on-site, which increased orders of quick ship products by 9.73%.

Re-designed an email campaign for marketing available building professional credit lines and saw a 150% increase in inquiries.

Played a lead design role in the creation of the Build.com App that has drawn in over \$12 million since launch, won several awards including an Appy Award for Best Home and Lifestyle App, has over 54 thousand active users, and maintains a 4.8 out of 5 app store rating.

PROFESSIONAL EXPERIENCE

Microsoft | Senior Design Manager

May 2022 to Present – Remote

Leading mobile and growth design initiatives for Power Apps, collaborating with leaders to co-develop strategies and drive roadmaps.

Working closely with product management, user research, content design, and development, to craft user and business-centric improvements.

Pvolve | Senior Product Designer

Oct. 2021 to April 2022 – Remote

Working directly with business leaders to form and apply new branding for the entire product.

Co-leading development and application of a new design system.

Introducing design thinking principles to leaders across the organization.

Mindbody | Product Designer

Dec. 2019 to Sep. 2021 – San Luis Obispo, California

Creating prototypes with high-quality visuals using Figma, InVision, and Sketch.

Working with cross-functional teams across the world to create and implement designs.

Analyzing user data to gain a deeper understanding of user actions.

Assisting with management and formation of the Design Thinking Program, helping create and facilitate design thinking workshops across the organization.

Build.com | UI/UX Designer

Oct. 2014 to Nov. 2019 - Chico, California

Working with a team of developers, managers, stakeholders, and designers to create product solutions in a timely manner.

Conduct research including user interviews, surveys, usability testing, and benchmarking to unveil user pain points and discover areas of opportunity.

Rapidly prototyping concepts and guerilla testing them to get a fast data-supported proof of concept.

Instructed several Build.com courses including "Types of Research Methods", "What is UX Design", "Adobe Analytics 101" and "Design Thinking".

EDUCATION**California State University, Chico**

Aug. 2012 to Dec. 2014 - Chico, California

Received a BA in Communication Design with an emphasis in Graphic Design, 2014

Made Dean's List, Spring 2014

Studied science, technology and values pathway

College of the Siskiyous

Aug. 2005 to May 2012 - Weed, California

Received AA in Art, Honors, 2012

Certificate in Graphic Design, 2010

Received scholarships from Siskiyou Artists Association and Shasta Lily Quilt Guild

MEMBERSHIP AND AWARDS

AIGA Central Coast Chapter, 2020 to 2022

Communications Director, 2020 to 2022

Build.com Quarterly Award Recipient, 2015, 2016, 2018

Bossy UI Open Source Project, 2014 to 2017

AIGA San Francisco Chapter, 2012 to 2016

AIGA CSUC Student Group, 2012 to 2014

Elected Vice President, 2014

Events Coordinator, 2013