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## Hello, I'm Caroline Craddock and I'm a Senior Product Designer

Creative and results-driven Senior Product Designer with 10+ years of experience. Adept at leading cross-functional teams and managing end-to-end product design processes. Proficient in utilizing design thinking methodologies to create user-centered, intuitive, and visually appealing products. Strong expertise in user research, prototyping, and interaction design. Committed to delivering exceptional user experiences and driving product success through thoughtful and impactful design solutions. Excellent communicator with strong collaboration abilities.

### Skills

- User-Centered Design
- Design Thinking
- Prototyping
- User Research
- Usability Testing
- Interaction Design
- Visual Design
- Collaboration
- Communication
- Project Management
- Adaptability
- Leadership

### Education & Qualifications

<b><u>Design Workshop Facilitation Course</u></b>	<b>2023</b>
Uxcel	
<b><u>Facilitating UX Workshops</u></b>	<b>2022</b>
Nielsen Norman Group	
<b><u>Level 9 Certification (The Fundamentals of UX Design)</u></b>	<b>2017 - 2018</b>
Dún Laoghaire Institute of Art, Design and Technology	
<b><u>BA (Creative Digital Media)</u></b>	<b>2007 - 2011</b>
Institute of Technology, Tallaght	

## Roles & Responsibilities

### Senior Product Designer at Zendesk

2021 - Present

- Responsible for designing experiences for our data and reporting tool (Explore)
- Organize and conduct customer research, from problem discovery to design validation
- Prototype and design end-to-end solutions
- Plan and facilitate workshops to drive projects and lead cross-team collaboration
- Partner with a range of cross-functional teams

### Senior Product Designer at Storyful

2018 - 2021

- Collaborated with Product Owners to establish business objectives and product requirements
- Led the design of Storyful's data visualization tools and charts for the intelligence teams
- Organized and conducted regular usability tests and user interviews
- Contributed to the development of Storyful's Design System
- Regularly presented design talks to the wider product team

### Product Designer at PulsateHQ

2014 - 2018

- Designed web and mobile app experiences, applying iOS and Android design system patterns
- Created interactive prototypes, demonstrating various user flows
- Worked closely with the Product Owner to establish and release product features
- Created clear and concise handoffs to the developers
- Assisted in QA testing, regularly providing feedback to the developers

### UI Designer at Furious Tribe

2012 - 2014

- Designed mobile and tablet applications for various clients across nutrition, medical, finance and retail industries
- Translated project and stakeholder requirements into wireframes, user journeys and visual design solutions
- Assisted in QA testing to optimise the UX and succeed in meeting client expectations
- Built trusting relationships with clients throughout the full project lifecycle

## Interests & Hobbies

In my free time, I like to hike, visit new places, cycle, and generally anything that involves being outside or spending time with my dog. I also enjoy listening to podcasts, watching documentaries, cooking and trying new food. I'm a big foodie! I try to involve myself in Dublin's design community, often attending talks and events. I love meeting new people and learning new things, always feeding my curiosity of the world.

**Thank you for taking the time to look at my CV.  
References are available upon request.**