



# Carey Tedesco

## UX/UI DESIGNER

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portfolio: [ctdesignlab.com](http://ctdesignlab.com)

### WORK EXPERIENCE

#### UX/UI DESIGNER

01/2023 - Present

#### ct designlab

Design Studio

- Created case studies — UX research, UX and UI design that included: user interviews, personas, empathy maps, journey maps, site maps, user flows, competitor analysis, usability studies, wireframing, high-fidelity and low-fidelity prototyping, and user testing
- Built custom websites using Figma and CMS websites using WordPress themes and website builders
- Collaborated with developers, content, SEO specialists, and clients
- Visual design work: identity, branding, digital advertising, presentations

#### Design Manager

06/2021 - 01/2023

#### Rebel Interactive

Digital Marketing Agency

- Designed complex user-centered websites — process included: ideating, problem solving, wireframes, UI designs, prototypes, design hand-off to developers and quality assurance testing
- Provided and presented UI research, UI audits, designs, concepts, and research to internal teams and clients
- Led wireframe sessions, team meetings and workshops, and mentored junior to senior level designers
- Created WordPress themed CMS sites and designs for digital marketing
- Collaborated closely with cross-functional teams, including designers, developers, strategists, account managers, and content and SEO
- Designed logos, style guides, mood boards, brandscapes, brand books and info-graphics that included brand and design research

#### SENIOR VISUAL DESIGNER

12/2000 - 06/2021

#### ct designlab

Design Studio

- Created custom CMS sites using WordPress themes and website builders
- Designed logos, style guides, brand book, digital advertisements, web graphics and info-graphics, presentations, marketing, advertising, promotional, trade shows and packaging

#### CREATIVE DIRECTOR + CO-FOUNDER

08/2009 - 09/2017

#### HandHold Adaptive

iPrompts, Special Needs App

- Co-founded special needs app, iPrompts
- Designed and implemented iPrompts and HandHold Adaptive websites, branding, web, graphics, illustrations, marketing materials, presentations, trade shows and promotional items
- Provided design direction to app developers

### PROFILE

Certified User Experience (UX) Designer with expertise in User Interface Design (UI), Visual and Web Design. A critical thinker and problem solver, adept at conducting case studies and empathizing with users.

### EDUCATION

#### B.S. Visual Arts

SUNY New Paltz

### CERTIFICATIONS

#### UX Design Certification

General Assembly

#### Google UX Design

(5 Certifications) Coursera

### SKILLS

- UX Research
- UX Design
- UI Design
- Case Studies
- Visual Design
- Web Design



Figma



Sketch



Invision



Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Adobe Creative Suite



WordPress



Google Suite