

Carrie Jackson-Ardila

carriejackson-ardila.com | 262-227-9847 | carebeardila@gmail.com

About

Human-focused designer with a strong development background, committed to designing meaningful and inclusive experiences that have the power to improve people's lives.

Skills

UX/UI: Web Content Accessibility Guidelines (WCAG), screen reader testing, heuristic evaluation, customer journey mapping, wireframing, prototyping, user testing, Figma, Adobe XD, Sketch/InVision, DesignOps, Azure DevOps, Jira

Web development: HTML, CSS/LESS/SASS, Javascript, JQuery, Magento, Wordpress, PHP, MySQL, Apache, Ubuntu, Photoshop, Illustrator, After Effects, Premiere, SEO, Google Analytics, Webmaster Tools

Experience

Senior User Experience (UX) Designer

Merkle, a dentsu company

Sept 2021 – Sept 2023

- Led an accessibility review and created custom reports for a pharmaceutical company's 14 websites. Provided remediation recommendations in the form of an actionable playbook.
- Co-led the dentsu A11y Initiative, an international colleague-led group focused on standardizing digital accessibility across the organization. Received an Honorable Mention (4th place out of 600 entries) in the Transforming dentsu category, Northstar Awards.
- Founding member of the Merkle Design Committee, a group focused on providing internal design resources and education through monthly design talks to a team of 100+ designers.
- Performed mobile screen reader testing on an existing website to determine digital accessibility opportunities, as part of a heuristic evaluation and redesign for an international car rental company.
- Designed multi-breakpoint screens in Figma for a best-in-class ecommerce experience for a global health foods company. Iterated and collaborated within a Scrum team. Documented accessibility and localization processes.

AVP, UX/Digital Designer

Associated Bank

Jan 2017 – Sept 2021

- Spearheaded redesign of homepages and website sections from concept to launch. Researched enhancement opportunities, designed XD screens, presented proposal to achieve stakeholder buy-in, executed code development. Redesign resulted in an increase of the bank's NPS score for Q3 2021.
- Led open card sorts to inform information architecture modifications and increase content findability.

- Built clickable prototypes in XD and facilitated user testing for branch/ATM locator redesign.
- Identified personas and facilitated a journey mapping workshop to uncover unique user needs for the Bank at Work program. Crafted XD wireframes based on the findings.
- Produced digital marketing materials, such as digital banners, offer landing pages, and branch animations, for brand and multiple dual-branded partnership campaigns.
- Worked closely with outside developers to implement bank's branding in third party apps and portals.
- Volunteered design services for Feeding America.

Front End Developer

IceFrog Technologies

Dec 2015 – Aug 2016

- Designed and developed 123Commerce website and templated Magento 1 ecommerce websites for clients using PHP/HTML/CSS/Javascript.
- Collaborated closely with sales department to pioneer a client onboarding program.

Ecommerce Developer

Equipment Garage

Feb 2014 – Oct 2015

- Designed and developed seven Magento 1 ecommerce sites with large, complex catalogs using PHP/HTML/CSS/Javascript and Excel.
- Spearheaded brand content strategy, executed digital and print marketing projects with Photoshop, After Effects, and Premiere.
- Improved site usability and search engine optimization with Google Analytics and Webmaster Tools.

Certifications and Memberships

Professional Member

International Association of Accessibility Professionals (IAAP)

Sept 2023

Certified Professional in Accessibility Core Competencies (CPACC) certification pending

UX Certificate, Interaction Design

Nielsen Norman Group

May 2018

Credential ID 1023861

Education

Associate in Applied Science (AAS), Visual Communications/Computer Graphics

Milwaukee Area Technical College

Sept 2009 – May 2011

Graduated with honors

Bachelor of Fine Arts (BFA), Double-major in Painting and Art History

Kansas City Art Institute

Sept 2003 – Dec 2007

Merit scholarship, Dean's List