

# Carolina Arai

## PRODUCT DESIGNER

🏠 <https://carolinaarai.ca>

☎ +1 (778) 743 - 4548

✉ [me@carolinaarai.ca](mailto:me@carolinaarai.ca)

📍 North Vancouver, BC

### WORK EXPERIENCE

#### Outcomes | Senior Web Designer

Mexico (Remote) | December 2021 - Present

- Increased web performance, SEO, web accessibility, user engagement, UI and Wordpress implementation of the corporate website.

#### Real Estate Webmasters | Web & Product Designer

Vancouver, BC | October 2018 - November 2020

- Led the Web Accessibility Implementation Campaign, created documentation and trained 50+ employees on WCAG 2.0 practices and ADA compliance.
- Increased the usability of more than 50 client's websites and the core product, Vision, restructured the information architecture, rapid prototyping, mock-up design and front-end implementation considering web accessibility first.
- Improved Web Performance and SEO of the corporate site by refactoring the code adhering to A11y syntax and redesigning the user interface.

#### Prizm Media Inc | UX/UI Designer

Vancouver, BC | November 2017 - June 2018

- Defined the standards for product design, established processes and protocols between the IT and marketing teams encouraging collaboration, open communication and user-centered strategies.
- Improved the usability of the RxtoMe desktop app and the Pharmacy Portal by restructuring the information architecture and labeling, rapid prototyping and designing high fidelity mockups.
- Improved the traffic and web performance of the RxtoMe Website by redesigning the sitemap, creating wireframes and high fidelity prototypes.

#### CareCru Inc | UI Designer (Contract)

Vancouver, BC | October 2017 - November 2017 (2 mos)

- Improved the usability of the Patient Management by restructuring the user flow, creating wireframes, and a high-fidelity prototype.
- Actively participated in discussions regarding best UI/UX practices.

#### Telus Communications Inc. | UX/UI Designer (Intern)

Vancouver, BC | September 2017 - October 2017 (2 mos)

- Redesigned the UI of the medium fidelity prototype that got the approval for the Green Tracker Team to get the budget to finance the real app.
- Improved the usability and functionality of the beta version by synthesizing the data, restructuring the information architecture, creating a more consistent labeling to create a more user friendly experience.

#### MLABS Solutions | Visual Information Designer

Florida, US (Remote) | May 2016 - June 2017 (1 yr 2 mos)

- Improved the usability and flow of the Fresh Meal Plan website. Restructured the information architecture and created high-fidelity wireframes.
- Improved consumer engagement of Foresight Financial and SAFWRX by developing branding strategies and managing the social media presence.

#### Librerías LA LEO | Graphic Designer

Mexico City, Mexico (Remote) | October 2014 - December 2015 (1 yr 3 mos)

- Improved engagement in social media by creating new graphics and banners.

### EDUCATION

#### edX Online Learning

Online Course | 2020

#### WAI0.1x: Introduction to Web Accessibility

#### British Columbia Institute of Technology

Vancouver, Canada | 2016 - 2017

#### Certificate in

#### New Media Design and Web Development

Graduated with Distinction

#### Universidad de las Américas de Puebla

Puebla, Mexico | 2008 - 2013

#### Bachelor's Degree in Visual Information Design

Graduated Cum Laude

Awarded a Full Tuition Scholarship

### SKILLS

User Testing	Web Accessibility
Usability Testing	Web Implementation
Persona Generation	Front-end Design
Information Architecture	Design Thinking
User Journey Mapping	Data Visualization
Task and User Flow	Functional Design
Wireframing	Competitor Analysis
Mockup Design	Brand Style Guide
Rapid Prototyping	Brand Development
Design Systems	Layout Design
Mobile Responsiveness	Presentation Design

### SOFTWARE

Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma  
Balsmaiq Mockups  
Invision  
Miro  
Wordpress  
Jira  
Trello

### LANGUAGES

HTML5  
CSS  
LESS  
SASS