

CAROLINA ARAI

PRODUCT DESIGNER

WORK EXPERIENCE

SISA Energy Ltd. | Vancouver, BC, Canada

PRODUCT DESIGNER

Jun 2023 – Present

- Restructure the information architecture, labeling and flowchart of the platform, making sure the developers follow WCAG 2.2 best practices and implement proper HTML syntax.
- Created wireframes and prototypes with user-centered solutions and web accessibility in mind, to improve the usability of the product and ensure a smooth handover to the devs.
- Collaborate with stakeholders to define product vision, goals, and requirements.
- Lead the implementation of a design system for the Data Collection feature.
- Responsible for brand development and marketing creative content, such as the corporate website, social media ads, etc.

Outcomes | Mexico (Remote)

SENIOR WEB DESIGNER

Dec 2021 – July 2023

- Improved web performance, SEO, accessibility and user engagement of the corporate site, increasing traffic by 37% and sales revenue by 28% in a 12 month period.

Real Estate Webmasters | Vancouver, BC, Canada

PRODUCT DESIGNER

May 2020 – Nov 2020

- Led the Web Accessibility Implementation Campaign.
- Front-end and UI improvements to the Vision theme, following the WCAG 2.0 best practices.
- Wrote accessibility documentation for clients, Sales team and Professional Services teams.
- Trained over 50 employees on A11y best practices and ADA compliance.

WEB DESIGNER

Oct 2018 – May 2020

- Implemented front-end and website improvements to over 50 clients' websites, including SEO, restructuring the information architecture, rapid prototyping, mock-up design.
- Improved web performance and SEO of the corporate site by refactoring the code adhering to A11y guidelines, proper HTML5 syntax and redesigning the user interface.
- Responsible for marketing deliverables for email marketing, product marketing and ads.

Prizm Media Inc. | Vancouver, BC, Canada

UX/UI DESIGNER

Nov 2017 – Jun 2018

- Defined the standards for product design, established processes and protocols between the developers and marketing teams encouraging collaboration, open communication and user-centered strategies, resulting in more efficient handoffs and deployments.
- 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 and user testing with internal teams.

Telus Communications Inc. | Vancouver, BC, Canada

UX/UI DESIGNER INTERN

Sep 2017 – Oct 2017

- Designed the beta version prototype that got financial approval for the Green Tracker app.

Upwork & Independent Freelancer | Remote work

VISUAL INFORMATION DESIGNER

Jul 2012 – Present

- Specialized in diverse independent contracts including: brand development, editorial, visual and web design projects.
- Provided versatile creative solutions across different platforms in over a decade of independent work with clients in the United States, Canada and Mexico.

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EDUCATION

WAI01x: Introduction to Web Accessibility

Online Course | 2020

edX Online Learning

PBACC, New Media Design and Web Development

Vancouver, Canada | 2016 - 2017

British Columbia Institute of Technology

BA, Visual Information Design

Puebla, Mexico | 2008 - 2013

Universidad de las Americas de Puebla

SKILLS

Web Accessibility
User-Centric Design
Design Systems
Information Architecture
Data Visualization
Design Thinking
Usability Testing
Visual Design
Interaction Design
Prototyping and Wireframing
Front-End Development
User Research
Competitor Analysis
Presentation Design
Cross-functional Communication

SOFTWARE

Figma
Adobe Creative Suite
InVision
Miro
Wordpress
ChatGPT
Jira
Trello