

Cara Owen

UX & UI Designer

Skills

Prototyping	User Testing
Wireframing	Accessible Design
Design Systems	Journey Mapping
Defining/Briefing	Basic HTML/CSS
Written & Verbal Communication	UI Animation

Tools

Figma	Usertesting.com
Adobe CC	Azure DevOps
Sketch	Workfront
Adobe Experience & Digital Asset Manager	Ceros

Education

The Ad Club, Apr – May 2019

Creative Concepts

General Assembly, May – June 2017

Visual Design for Web

American Graphics Institute, Sep 2017

Intermediate Photoshop Techniques

HTML for email

Skidmore College, Class of 2015

Bachelor of Science, Business

Magna Cum Laude, Honors, Dean's List

IES London, Sep – Dec 2011

First-Semester Abroad Program

Experience

Sallie Mae, Oct 2019 – Present

Senior UX Designer

Define, research, wireframe, prototype, and deliver evidence-based features for salliemae.com, Sallie Mae's loan servicing platforms, Nitro Next web app, and Scholly scholarship search mobile app in an Agile, cross-collaborative product design environment

Support strategy, development and maintenance of Sallie Mae, Nitro, and Scholly design systems

Fairmarkit, Jul 2019 – Aug 2019

Freelance UI & Graphic Designer

Partnered with marketing team on high fidelity web interfaces, whitepaper design, presentation design, and social graphics

The Boston Globe, Jun 2017 – Jul 2019

Art Director & Multimedia Designer

Designed assets for client ad campaigns including responsive microsites, interactive widgets, HTML5 ads and takeovers, social graphics, motion graphics, A/V editing, emails, and print ads in a cross-collaborative internal agency environment.

Partnered with ad ops and sales teams to develop new rich media products for future ad clients

The Boston Globe, Dec 2015 – Jun 2017

Digital Campaign Manager

Managed digital ad campaigns on globe.com and boston.com for \$3m+ book of key accounts in travel, finance, and energy; accountable for KPIs of click through rate and impression volume