



CAROLYN JAEGER

510.387.3087
cejaeger@gmail.com
carolynjaeger.com
[LinkedIn](#)

About

I'm a UX Designer based in the SF Bay Area with a background working for mission-driven tech companies. I am a strong communicator, collaborator, and strategic thinker with great storytelling skills. I leverage insights about human needs to meet business goals.

Skills & Tools

Skills: Qualitative Research • Affinity Mapping • Competitive Analysis • Heuristic Evaluation • Ideation • Wireframing • Prototyping • Usability Testing • Information Architecture • A/B Testing • Card Sorting • Typography • Iconography • Branding • Illustration • Motion Design • Analytics
Tools: Figma • Adobe Creative Suite • Miro • Google Suite • Trello • Slack • Zoom

Experience

Freelance UX Designer

May 2023 - Present

ODE, PBLLC

- Led UX for website redesign for [CTrees](#), creating wireframes and ensuring site consistency and accessibility
- Designed prototype of mapping tool to predict environmental outcomes of watersheds for Deloitte & the [Washington Department of Fish and Wildlife](#)
- Developed mid-fidelity prototype of methane map tool to measure methane emissions on cities and dumpsites for [Rocky Mountain Institute](#)

TARA Mind, PBLLC

- Developed executive sales deck to drive client engagement for business development leaders of mental health startup
- Designed clickable prototype of employee onboarding experience for use in enterprise sales demos

Senior Visual Designer | MOZILLA

Nov 2017 - Feb 2023

- Developed and executed successful brand campaigns for Pocket in Europe, increasing awareness and product usage
- Crafted effective onboarding emails for new Firefox account holders, driving newsletter sign-ups, mobile downloads, and product usage
- Established brand consistency and improved design team efficiency by developing internal brand guidelines, design systems, and guidelines for external agencies
- Utilized user research and web development to launch VPN product in Europe, driving new subscribers and diversifying Mozilla's revenue stream
- Implemented successful ad campaigns, app store redesigns, and brand campaigns to increase mobile downloads and brand awareness of key products
- Created feature-focused campaigns that improved user retention and understanding of new features
- Led creative problem-solving sessions with Studio team and developed a "contracting session" to address team working models and improve team health

Visual Designer | MOZILLA

Sep 2016 - Nov 2017

- Designed and launched six successful brand events, creating branding for signage, swag, and digital spaces to inform and inspire users about Mozilla's key attributes of privacy and social responsibility
- Conducted user interviews to inform the internal marketing team, enabling them to create more relevant content, copy, and activations
- Developed design systems for owned channels (blog, podcast, emails) to establish visual consistency and drive brand loyalty
- Launched usability tests on key campaigns and website landing pages to understand users' impressions of brand language and their likelihood to use our products

Visual Designer | PANDORA

Mar 2016 - Jul 2016

- Increased user retention through email marketing, branded music channels & social
- Developed branding for Pandora Whiteboard Sessions, driving audience growth

Education

UX Design Immersive | GENERAL ASSEMBLY

Feb-May 2023

UX Design Short Course Certificate | UNIVERSITY OF THE ARTS, LONDON

May 2021

Graphic Design Certificate | UC BERKELEY EXTENSION

2012-2014

B.A. Language Studies | UC SANTA CRUZ

2004-2008