



CAROLYN JAEGER

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About

I'm a UX Designer based in the SF Bay Area with a background in Visual Design for mission-driven companies. I am a great communicator, collaborator, and strategic thinker who understands business goals and storytelling. My design process is thorough, emphasizing research, and getting to the core needs of users. I like creating stories and products that are easy to understand, enjoyable, and useful.

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

Head of Design, TARA MIND

Jan 2024-Present

Founding designer of an innovative health tech startup enabling affordable access to life-changing mental health therapies, leading product design, user insights, and GTM initiatives

- Developed user personas (enterprise & provider) through interviews with internal stakeholders to guide product decision-making and marketing messaging
- Gathered insights from therapists while attending the American Counseling Association Annual Conference through user interviews & usability testing. Delivered findings to the team, and implemented recommendations to improve the product
- Lead redesign of provider page on the company website to better showcase value prop to therapists and prescribers and drive provider network applications
- Designed wireframes and high-fidelity prototypes for client and provider-facing EHR flows, leveraging competitor and user insights

Freelance UX Designer, ODE, PBLLC & TARA Mind

May 2023 - Dec 2023

- Audited websites for consistency and accessibility, delivering revised sitemap & wireframes for [CTrees](#)
- Developed mid-fidelity prototype of methane map tool to measure methane emissions on cities and dumpsites for [Rocky Mountain Institute](#)

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

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 of using our products

Visual Designer | PANDORA

Mar 2016 - Jul 2016

- Increased user retention through email marketing, branded 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