Carolyn McQuillan

Hopkinton, MA 01748
carolynmcquillan@gmail.com
+1 508 654 4926

Full-stack designer passionate about digital transformation. View my portfolio at carolynmcq.com

Work Experience

Senior Experience Designer

John Hancock - Boston, MA
February 2023 to Present

Part of John Hancock's Human Centered Design team.

- Led the product design and AI usability for JHINI, a new tool for Sales & Distribution that launched Jan 2024 and is attributed to over $2M in sales YTD. Conducting ongoing research, prototyping, and usability testing to inform its continued evolution.
- Redesigning registration and authentication flows per security and compliance initiatives in partnership with architecture team. Established templates for designers, developers, and product owners to utilize consistent layout, language, and components cross-property and cross-segment.
- Designing campaign pages and supporting customer journey/content strategy work for johnhancock.com.
- Was the lead designer for Manulife's Global High-Net-Worth segment. Designed enhancements to agent and carrier web portals, a service blueprint to aid in developing a new case management flow, and co-designed a new public web presence.

Product Designer

Modo Labs - Cambridge, MA
August 2021 to December 2022

Lead designer for higher education native app and responsive web experiences.

- Established a usability testing program
- Designed, tested, and coded (frontend/JSON) prototypes for several modules for the engineering and integrations teams to implement for over 300 universities.
- Wrote spec sheets for core UI elements at the atomic and molecular level.

Product Manager/Designer

Liberty Mutual Insurance - Boston, MA
November 2018 to March 2021

Product manager and sole designer for policyholder safety resources website, designing all phases of UI/ UX; coordinating with copywriters and subject matter experts; triaging issues with developers; setting goals and KPIs; and designing prototypes for digital transformation projects.

Graphic/Product Designer

Liberty Mutual Insurance - Boston, MA
June 2016 to November 2018

Redesigned policyholder safety resources website, including improved information architecture, page layouts, interactive elements, and iconography.

Associate Graphic Designer

Liberty Mutual Insurance - Boston, MA June
2015 to June 2016

Redesigned customer newsletters influencing new writing style, topic selection, and process flow. Sustained across 88 publications, including creation of 100 visual statistics.

Graphic Design Intern

Liberty Mutual Insurance - Boston, MA
May 2013 to August 2014

Designed and templated hundreds of customer-facing documents, marketing materials, and senior leadership presentation decks.

Education

Certificate in UX Design Immersive

General Assembly
March 2021 to June 2021

Certification in User Experience

Nielsen Norman Group - Las Vegas, NV
December 2019 to December 2019

Bachelors in Visual Design - Graphic Design

University of Massachusetts-Dartmouth - Dartmouth, MA
September 2011 to May 2015

Skills

- UI/UX
- AI usability
- Front-end development
- Web design
- Figma
- Adobe XD
- HTML/CSS
- JSON
- Product design
- Product management
- Trello
- Slack
- Jira
- GitHub
- Mural
- Project management
- Project leadership
- Vendor management
- KPIs
- Strategy
- User research
- Usability

- Research
- Design thinking
- Design patterns
- UI development
- Interaction design
- UX
- UI
- Information architecture
- Digital design
- Layout design
- UI design
- User acceptance testing
- Requirements gathering

Links

carolynmcq.com

https://www.linkedin.com/in/carolynmmcq/