



CARSON MONROE

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EXPERIENCE

Senior UX Designer

JAN 2023 – PRESENT

VF Corporation // Denver, CO

- Designed e-commerce web pages for outdoor brands including Smartwool, The North Face, and Altra Running
- Utilized market research, user testing, and analytics to validate designs
- Advocated for improved design processes and collaboration across the company

UX Designer

APR 2019 – OCT 2022

Tack Mobile // Denver, CO

- Designed mobile and web applications with a focus on connected devices
- Maintained and implemented design systems
- Communicated daily with developers to effectively implement designs
- Led in-house design initiatives such as branding and marketing mailers

Product Designer

OCT 2017 – APR 2019

USA Today // McLean, VA

- Designed user interfaces for the USA Today website and mobile application
- Designed digital assets such as backgrounds, icons, and thumbnails
- Implemented a new design system and established best practices for growth
- Utilized user testing and feedback to drive design decisions

Front End Developer

MAY 2015 – SEP 2017

ICF // Fairfax, VA

- Developed responsive, 508-compliant websites for government clients
- Designed website and mobile app interfaces, infographics, and brand assets

SKILLS

Design/Prototyping

- Figma
- Adobe Creative Cloud
- Sketch
- Invision

Web Development

- HTML
- CSS/SASS
- Javascript/jQuery
- Wordpress

Other Skills

- Branding/print design
- Design systems
- Usability testing
- Version Control

EDUCATION

James Madison University

MAY 2015

Harrisonburg, VA

- B.S. Media Art & Design
- Computer Information Systems Minor