

Carl Cochrane UX Designer

A mobile and web UX designer creating efficient and effective processes within SaaS products. Solving issues with meticulous research, creative ideation and constructive testing. Creating impactful software applications through human centered design

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Ceta Software SaaS - Cloud based production management tool **UX Designer**

April 2022 - Dec 2022 | Seattle | Remote

- Independently assessed software application user flows and current UX effectiveness using heuristic analysis and competitive analysis. Discovered user confusion during login and onboarding
- Conducted and synthesized interview user data, preferences and current ux experience within application
- Streamlined user flows with clarifying terms and reduced steps, constructed wireframes, and developed a prototype.
- Presented research results, designs and prototype to CEO, development teams and Director of Sales to identify effective revision strategies
- Collaborated with software engineers, sales, and customer success to create user-friendly onboarding experiences

Wifly Mobility E-bike rental subscription company

Freelance UX Designer

May 2022 - June 2022 | Seattle | Remote

- Compiled both quantitative and qualitative data to determine pain-points in the rental subscription process Results illustrated confusion during product selection and checkout.
- Developed surveys and questionnaires to gather user data to help identify an efficient and effective subscription process
- Engineered and built prototypes for usability testing, connected with users to validate direction of products design
- Partnered with software engineers and marketing to develop strategic recommendations from research discoveries
- Restructured subscription flow with minimal friction; reducing shopping cart abandonment
- Communicated research findings, and design recommendations to CEO and key stakeholders

Wework Real Estate and Hospitality

Community Manager

Feb 2017 - Aug 2020 | NYC, LA, Seattle | On-site

- Navigated with marketing, sales, construction, and design on five building expansions. Opening on time, minimal operational issues and 50%+ occupancy
- Monitored test pilot initiatives around welcome kiosk technology to improve member experiences, communication and guest check-in
- Managed and developed successful teams in multiple locations. Led interviews, trained, developed and promoted
- Directed and designed member experiences within facility including sales route design, member event curation, facility upgrades and member interviews

Explora Telecommunications rental solution for travelers

Co-Founder, Operations & Product Development

Sep 2013 - Mar 2015 | NYC | Hybrid

- Designed product rental process and inventory management system
- Created and managed internal operations process, including product software implementation to customer shipment
- Monitored marketing and social media campaigns to increase user following by 10X

Skills

User Research Design
Competitive Analysis
User Interviews
Usability Testing
UI Design
Wireframing
Interaction Design
Design Sprints
Mobile Design
Prototyping
Cardsorting
Persona Building
Affinity Mapping
Journey Mapping
Survey Development
Sales Strategy
Hospitality Management
Conflict Resolution
Team Growth and Development
Member Experience

Tools & Technologies

Figma
Sketch
Adobe XD
Basic HTML + CSS
Miro
Invision
Google Analytics
Zendesk
Salesforce

Education

Springboard
2022
UX/UI Design Career Track
Certification 2022

UNC Greensboro
2007-2009
BS, International Business