

CAROLINE CASANOVA

+ DETAILS

New York City, NY
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206-683-9344

+ QUALIFICATIONS

Design Strategy
User Experience
User Interaction
Brand Design
Production Design
Marketing
Cookie-Baking

+ TOOLS

Adobe Creative Suite
Axure Prototyping
Sketch
LucidChart
InVision
Powerpoint
Atom Text Editor

+ METHODS

Scrum / Agile Framework
JIRA / Altassian Collaboration
Google Design Sprints

+ EXPERIENCE

SENIOR PRODUCT DESIGNER

Condé Nast Publishing
Copilot Formation Group

May 2015 - present · Jay Meany · Art Director

Led the user experience and design strategy for internal publishing platform responsible for publication of 18 company magazine brands

PRODUCT DESIGNER

RealNetworks, Inc
RealPlayer Design Group

June 2012 - April 2015 · Rick Miller · Art Director

User experience design and visual design of RealPlayer product line for Windows PC and Mac app, as well as the online web experience.

INFORMATION DESIGNER

Microsoft via Filter
HoloLens Incubation Team

May 2011 - May 2012 · Tobias Kinnebrew · Creative Director

Information design, information architecture, concept creation, design research, and initial UX/ visual design of HoloLens

UX/UI DESIGNER

Microsoft via Filter
Zune Product group

Feb 2010 - Feb 2011 · Rich Mains · Senior Designer

Maintain and further Zune brand products through account creation, navigation, support page integration, and various online media player.

UX/UI DESIGNER

Microsoft via Filter
Zune Entertainment

Oct 2008 - Oct 2009 · Marc Doll · Senior Designer

Architecture, navigation, interaction and visuals of the Zune software include notifications, marketplace, and purchase paths

UX/UI DESIGNER

Microsoft via Filter
PC3 Division

July 2007 - July 2008 · Michael Greenwood · Senior Designer

User experience and interaction of several of niche concepts such as the UMPC and the HP Touchsmart interface.

GRAPHIC DESIGNER/ MARKETING DESIGN

Front Porch Classics, Inc

July 2006 - Feb 2007 · Brian Compton · Creative Director

Managed and updated the marketing and promotional material as well as assisted in the design of some of their coffee table games.

BRAND DESIGNER

Sensé Nail Spa

August 2005 - Present · Robert Luu · Co-Owner

Developed brand identity and marketing material for spa/salon company such as brand logo, signage, website, print applications, and media material.

+ EDUCATION

U. OF WASHINGTON

2002 - 2005

Bachelor of Fine Arts · Visual Communication Design

2000 - 2002

Engineering Studies · Civil Engineering

U. OF PORTLAND

1999 - 2000

Engineering Studies · General Engineering

+ MERITS / ASSOCIATIONS

ONE® DESIGN CONTEST

Global Protection Corp

2009

Packaging design contest winner

AIGA MEMBER

Seattle Chapter

2003 - 2015

American Institute of Graphic Arts

DESIGN + INNOVATIONS LAB

UW Visual Communication Design

2004 - 2005

Professor-guided design consultation

HOLY CROSS SCHOLARSHIP

University of Portland

1999 - 2000

Merit-based scholarship for engineering