

CASEY HARPER

Senior Product Designer

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WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

Intuit - Mailchimp | Jul 2021 - present

Worked as design lead with cross functional partners to identify key opportunities to solve for high value users and connect work streams across 4 different teams under our core product offering (email, sms, forms, and landing pages).

Drove feature improvements as full stack designer (plan upgrade pages, e-commerce product integration in email, multichannel checklist, and more)

Partook in internal mentoring opportunities, coaching, craft sharing, and hiring process for other product designers.

UX DESIGN AND PRODUCT CONTENT

Calendly | Jun 2020 - Jul 2021

Worked cross functionally and across multiple streams of work as a full stack designer to research and ideate administration and billing solutions for our enterprise customers.

Partnered on feature improvements (billing management, SAML and SSO capabilities, and more)

Drove content and design overhaul of our help center.

UX/UI DESIGNER

Freelance | Jan 2018 - present

Worked with clients to define or enhance their current web and app experiences, primarily in the realms of evaluating branding and company goals to create new style and brand guides, identifying personas and segments and incorporating them into design decisions, and designing and building responsive web experiences.

Clients include Hand-Picked Atlanta, Emerald Empire, and more.

EDUCATION

USER EXPERIENCE DESIGN

General Assembly | 2019 - 2020

PERSONAL PROFILE

I design from a curious standpoint - always looking to iterate and work quickly to launch and learn. I thrive in human-centric spaces, whether it's through solving problems for real people or building a community with a sense of belonging. In short, people are my jam and I eat ambiguity for breakfast.

SKILLS

Collaborating with cross functional leaders to identify key business and user opportunities.

Working with teams to brainstorm and whiteboard innovative concepts.

Partnering with research teams or leading my own research efforts to extract information from existing data or strategize collecting new data.

Exploring design concepts in varying levels of fidelity from narrative to full functioning prototypes

Creating and presenting work to leadership to socialize concepts and drive alignment across multiple streams of work.

Writing and deploy test plans for proof of concept or usability testing.

Pairing with cross functional partners to define feasibility and strategize releases to meet user and business need.

Identifying opportunities for experimentation to launch and learn and work iteratively.

Mentoring and coaching more junior designers to own career growth and develop craft skills.