



# Caryn Humphreys

519-635-1526

caryn.farvour@gmail.com

London, ON

## Professional Skills

Project Management  
Content Development  
Agile Process

## UX Skills

Low-fi Wireframing  
High-fi Prototyping  
User Flows  
Usability Testing  
Copywriting  
Information Architecture

## Technical Skills

HTML/CSS  
SCSS, less  
Javascript (React, Vue)  
Interaction Design  
Mobile-first web apps

## Education

Conestoga College,  
Advertising, 2007-2009

University of San Diego,  
HCI, 2014

I thrive on cross-functional teams, working with users to build elegant products that solve real problems. I believe that being a good UX and UI designer requires a high level of practical skill in front-end development. When I'm not learning about behavioral cognition, neuroscience, and psychology, I enjoy being active in skills-based volunteering, community groups, and STEM advocacy.

## **Flyt** (a part of JustEatTakeaway.com group)

Nov 2019 - Feb 2021 // Product Manager: North America

- Team lead responsible for planning quarterly team initiatives in alignment with stakeholders.
- Responsible for researching operational inefficiencies. Examined process flows to identify data-driven business opportunities.
- Delivered operational improvements resulting in (est.) 80% increase in profit and (est.) 70% decrease in operational waste.
- Facilitated product planning through iterative wireframing/prototyping, user flow diagramming, short and long-term technical roadmaps.
- Designed and built a library of operational playbooks to assist with complex internal technical processes
- Applied front-end development (Vue) and interface design to new and existing internal technical operations products
- Coached team members on Leadership, UX design, Web Design, Front-end Design concepts (SCSS, flexbox, etc.), and Communication



## Bonus

twitter.com/LadyCarni  
codepen.io/ladycarni  
medium.com/@LadyCarni  
flickr.com/photos/ladycarni  
behance.net/humphreys

## Trivia

STEM event volunteer  
Conference speaker  
UX Skills workshop leader  
**Ladies that UX** member  
**Code Like a Girl** writer  
**Technical Chats for Women**  
founder  
**Dev London** founder  
WPM: 128  
Ping pong nickname: Cobra

## Hobbies

Painting  
Quilting  
Writing  
Reading  
Landscaping  
Baking  
Furniture Restoration  
PC Gaming  
Woodworking

## Vehikl

May 2012 - Nov 2019 // UX Designer, Front-end Developer

- Design leadership at a fast-paced custom web app consultancy serving clients worldwide.
- Collaborative project management working with clients and developers on cross-functional teams.
- Lead on product planning: Wireframing (whiteboard / Balsamiq), Prototyping (Sketch/ inVision / HTML), Usability Testing.
- Lead on Hybrid App Designs (mobile-first web apps).
- Experience with functional front-end web apps (React, Vue).
- Advocate for style quality, consistency, and DRYness (SCSS linting).
- Designer and maintainer of style guides for Vehikl and its clients.
- Vehikl social media, marketing, print designs (banners, stickers, business cards, coasters, flyers, brochures), swag designs (t-shirts, polos, hoodies, hats), community event leader, brand advocate

## WATMEC

Aug 2010 - May 2012 // Director of Marketing

- Designed, deployed, and maintained WATMEC family of websites
- Designed and delivered email newsletters and marketing updates
- Online marketing including: website content, banners, contests, surveys and newsletters
- Created and prepared tradeshow materials such as signage, contests, e-learning catalogs and brochures for Sales Representatives