

Annabeth Carroll

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Portfolio - annabethcarroll.com (password available on request)

Customer-focused and detail-oriented senior design technologist with extensive UX experience, specializing in bridging the gap between design, product management, and engineering. Proven track record in leading high-impact initiatives, including AI-powered features for a large-scale product with 13+ million users. Adept at improving internal processes, from building Figma libraries to integrating UX into the development workflow. Passionate about usability testing and data-driven design. Recognized for improving product quality, enhancing user experience, and driving cross-functional collaboration.

SKILLS

Design: Low to high fidelity mockups | Prototyping | Wireframing | User flows | Responsive, mobile-first design

Software and tools: Figma | Modern web development technologies and practices (HTML5 | SASS/SCSS/CSS3 | JS | React | Git | Agile)

Research: A/B testing | Competitive analysis | Usability testing | Card sorting | Information architecture

Other: a11y best practices | Cross-team collaboration | Design systems

WORK EXPERIENCE

Indeed, Seattle, WA

November 2018 – May 2024

Senior Design Technologist, January 2022 – May 2024

Design Technologist, November 2018 – January 2022

Led innovative projects to enhance user experience on the Job Seeker Profile product. Identified opportunities and explored solutions, driving product evolution and ensuring alignment across disciplines.

- Championed and launched AI-driven resume enhancement feature, designing from concept to high-fidelity prototype. Guided through legal approvals and usability testing, collaborated on technical implementation, and achieved a 3% increase in overall resume updates with 90% user adoption.
- Identified opportunity and drove alignment to launch a new resume field that helps job seekers with non-traditional education provide additional context to employers. Compiled UX research and competitive analysis to show user need. Collaborated with content design on copy, and worked with engineering, product, and taxonomy teams to structure new data for matching services.
- Created and maintained Figma library for the Profile organization. Created 100+ flexible, responsive components, ensuring accessibility and design system alignment. Enabled designers to quickly start projects, maintain consistency, onboard teammates, and share assets across teams.
- Integrated UX validation into the team's software development lifecycle which caught UX issues before merge on a weekly basis. Reduced follow-up work, strengthened cross-discipline communication, and improved UX quality and product polish.
- Reorganized and simplified Profile's coded component library in Storybook. Created documentation on contributing and modifying components. Educated the engineering team on proper usage to speed up front-end development and reduce duplicate work. Removed over 38 unneeded or deprecated components, reducing library size by 25%.
- Led project to help job seekers explain work gaps on resumes. Leveraged product data to advocate for the 5% of job seekers with work gaps, who are less likely to be selected by potential employers. Helped arrange a focus group with domain experts to better understand these job seekers' specific needs. Created Figma prototype based on research findings. Iterated based on internal feedback and usability testing results. Finalized feature requirements and design, aligning with product to prioritize this initiative.
- Served as UX owner for AI-generated resume summary feature. Created UX brief to consolidate existing research, define job seeker problems, and align on requirements. Collaborated with PM, career coach, and data science to develop feature requirements and designs. Helped develop content guidelines and rubric for validating AI output.

Pegasystems, Cambridge, MA**October 2017 – October 2018****Product Architect**

Created experiments and prototypes to elevate app UX and explore potential use cases for new features.

- Designed and developed product onboarding and trial experiences for prospective Pega customers, contributing to a 59% increase in trial logins.
- Collaborated with design and marketing teams on usability testing and data analysis to drive product decisions.
- Implemented new look and feel for Pegasystems' App Studio product, leveraging modern CSS.
- Designed and built Amazon Connect integration to prototype capabilities of Pega API.

Twine Health, Cambridge, MA**June 2016 – January 2017****Product Operations Engineer**

Implemented redesigned and optimized website pages and marketing tools for a healthcare startup.

- Built the entire website front-end with custom HTML/CSS/JS in HubSpot CMS and Zendesk.
- Conducted A/B and split URL tests to optimize conversions.
- Refactored site architecture based on Google Analytics analysis.

HubSpot, Cambridge, MA**June 2014 – June 2016****Front-End Web Developer**

Built website templates, promotional tools, and reusable components for a rapidly growing SaaS company.

- Constructed responsive, mobile-optimized pages and tools for HubSpot's websites (including hubspot.com and inbound.com) which received >7 million visitors/month.
- Built reusable, customizable modules with HTML/CSS/JS for HubSpot's first ever website style guide as well as running an internal training program to ensure proper usage.
- Collaborated with the conversion rate optimization team to develop A/B tests, review analytics data, and maximize SEO by implementing best practices.

EDUCATION

User Experience Design Course

General Assembly

Bachelor of Arts (BA) in Cognitive Science (honors), Computer Science minor

Vassar College