

Annabeth Carroll

Seattle, WA 98103 | 303-437-7060 | annabethcarroll@gmail.com | [linkedin.com/in/annabethcarroll/](https://www.linkedin.com/in/annabethcarroll/)
Portfolio - annabethcarroll.com (password on request)

Summary

Creative and detail-oriented Senior Design Technologist with 10 years of experience in UX/UI design and front-end development. Proficient in translating complex requirements into responsive and intuitive interfaces. Passionate about user-centered design that leverages user research, usability testing, and accessibility best practices. Proven track record in leading high-impact initiatives for large-scale products, creating effective internal processes, and driving cross-functional collaboration.

Work Experience

Indeed | Seattle, WA

January 2022 – May 2024

Senior Design Technologist

Identified opportunities, explored solutions, and delivered features to help job seekers showcase their skills and experience to employers.

- Pioneered AI-powered feature for describing employment history, designing from concept to high-fidelity prototype, incorporating feedback through usability testing, ultimately achieving 90% user adoption
- Developed and maintained 100+ component Figma library adopted by the entire Profile organization, enabling designers to maintain consistency, follow accessibility standards, share assets, and onboard quickly
- Drove process improvement across disciplines to add UX validation to software development lifecycle, identifying UX issues before releasing to users, improving product quality and reducing follow-up bugs
- Led project to help job seekers explain work gaps, translating user research findings and insights from domain experts into a robust prototype that received overwhelmingly positive feedback from this underserved audience
- Created product design for AI-generated resume summaries, including content guidelines, rubric to evaluate AI output, and visual designs aligned with emerging AI patterns, based on exploration of new LLM capabilities

Indeed | Seattle, WA

November 2018 – January 2022

Design Technologist

Employed front-end knowledge and UX expertise to design prototypes solving for user needs, implement A/B tests, and improve cross-team collaboration.

- Revamped the Profile team's coded component library in Storybook, streamlining front-end development by analyzing design needs, creating documentation on proper component usage, and reducing the library size by 25% by removing 38+ redundant components
- Led design for migration of entire Profile product to a new codebase and company-wide design system by creating mocks and writing CSS to validate compatibility through A/B testing, then working with engineering to ensure feature parity and UX quality throughout implementation
- Launched a new resume field enabling job seekers to provide context for non-traditional education, advocating for unmet user needs and working across teams to structure new data for matching services

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 by leveraging findings from user feedback, driving a 59% surge in trial logins and improved user engagement
- Revamped the UI/UX of Pegasystems' App Studio by implementing modern CSS to significantly improve the product's visual appeal and responsiveness
- Designed and built integration between AWS and Pega API to showcase new product capabilities in customer demos and sales meetings
- Collaborated cross-functionally with design and marketing teams to gather insights via usability testing and product data analysis to inform key product decisions

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

Created and refined company website to attract healthcare providers looking for easier ways to communicate with their patients.

- Developed the entire front-end of the company's website by coding custom HTML, CSS, and JavaScript in HubSpot CMS and Zendesk, optimizing site performance and user experience
- Executed A/B and split URL testing, tracking key user interactions to improve conversion rates
- Optimized site architecture based on analysis of Google Analytics data, boosting SEO for key terms

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), attracting 7 million+ visitors/month
- Created reusable, customizable modules with HTML, CSS, and JavaScript for HubSpot's first ever website style guide and ran an internal training program to ensure effective and consistent usage
- Collaborated with the conversion rate optimization team to develop A/B tests, review analytics data, and maximize SEO by implementing best practices

Skills

UI Mockups, Prototyping, User Interface Design, Wireframing, Usability Testing, Visual Design, Competitive Analysis, Information Architecture, Responsive Design, Accessibility, A/B Testing, Cross-Team Collaboration

Technologies

Figma, HTML5, SASS/SCSS/CSS3, JavaScript, React, Git, Agile

Education

User Experience Design Course | General Assembly

Bachelor of Arts in Cognitive Science (honors), Computer Science minor | Vassar College