

ANNABETH CARROLL

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SUMMARY

With a background in front-end development, marketing, and customer support, I bring a multidisciplinary approach to figuring out user goals and iterating towards measurable solutions.

EMPLOYMENT

Product Architect | Pegasystems Oct. 2017 – current

- 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 to enable easy reuse of stylesheets.
- Designed and built integration with Amazon Connect using Pega API to prototype product capabilities.

Product Operations Engineer | Twine Health June 2016 – Jan. 2017

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

Front-End Web Developer | HubSpot June 2014 – June 2016

- Constructed responsive, mobile-optimized pages and tools for HubSpot's websites (including hubspot.com and inbound.com) which received >7 million visitors/month.
- Worked closely with design to develop HubSpot's first ever style guide used across the company's sites and easily implemented via a suite of customizable, reusable modules.
- Collaborated with conversion rate optimization team to develop A/B tests, maximize SEO, review analytics data, and update website to comply with best practices.

EDUCATION

General Assembly | User Experience Design course Feb. 2018 – April 2018

- Honed UX skills via experiential hands-on exercises, several small team-based projects with various levels of fidelity, and a larger-scale solo project spanning the full course.
- Gained proficiency with Sketch (using Craft plugin), Invision, and Optimal Workshop.
- Practiced prototyping, card sorting, competitive analysis, persona development, user flows, information architecture, wireframing, prototyping, and usability testing.

Vassar College | BA in Cognitive Science (honors), minor in Computer Science May 2012

- Culminated in research-based thesis project, "How Information Becomes Addiction".

SKILLS

Modern web development technologies and practices (including HTML5, SASS/SCSS/CSS3, JS, jQuery, Git, and Agile).

INTERESTS

Board games, baking, rock-climbing, yoga, geocaching, afternoon tea.