

CAROLINE CAHILL

PRODUCT DESIGNER | UI/UX & CREATIVE STRATEGY

EXPERIENCE

PRODUCT DESIGNER, GAMES

GETZOOT 2024 - PRESENT

- Designed and developed engaging short-form games with a strong focus on player journey, quest structures, and leveling systems, driving player retention and engagement across the platform.
- Created in-game economies and reward structures that balance challenge with progression, encouraging players to explore quests and invest time in leveling up within each game.
- Built an extensive portfolio of games featuring platform-driven competition, community features, and social engagement elements that drive recurring revenue.
- Worked closely with a team of engineers, guiding the design and implementation process to deliver games that foster community interaction and competitive play.
- Conducted ongoing market research and player feedback analysis to refine game mechanics and enhance the player journey

SENIOR TECHNOLOGIST, WEB CONTENT SPECIALIST

BROWN UNIVERSITY 2022 - 2024

- Led end-to-end product development with an emphasis on front-end tech, enhancing public accessibility and enriching the user experience across interactive digital media.
- Developed full-stack web applications, boosting page traffic by an average of 81% over two years through user-centric design.
- Ensured accessibility compliance with WCAG 2.1 standards, collaborating across departments to ensure cohesive project implementation.
- Utilized Agile methodologies with tools like Figma and Sketch to guide and coordinate intersectional teams in producing impactful digital content.

EDUCATION

TRINITY COLLEGE, DUBLIN

Master of Science, Computer Science
Interactive Digital Media

BOSTON UNIVERSITY

Bachelor's of Science, Media and Computer Science

PROJECTS

Shelf Life

Library simulation management roleplaying game. Fully shipped RPG with over 70,000 words of dialogue and three hours of playtime.

Odysseus

CYOA roleplaying game centered around the 1912 Antarctic Terra Nova expedition.

CONTACT

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