

Caroline Cahill

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EDUCATION

Trinity College Dublin

Dublin, Ireland

Master's of Science Degree, Interactive Digital Media

2023 – 2024

- **Dissertation:** "Beyond Bloodsport: The Slow Feeder Effect: Reimagining a new genealogy of interactive digital narratives in conflict-heavy roleplay video games by subverting player expectations and emphasizing agency."
- Awarded First Class Honors (I) with distinction.
- Relevant coursework: Front-End Development, Interactive Design, User Experience Research

Boston University

Boston, MA

Bachelor's of Science Degree in Media Science

2018 – 2021

EXPERIENCE

Product Designer, Games

2024 – Present

GetZoot

New York City, NY

- Led extensive market research to identify target audiences and emerging trends, guiding the creative direction of new game concepts for the platform.
- Developed detailed reports and actionable insights from research to inform design decisions and drive business strategy.
- Created wireframes, user guides, and demo versions of game concepts using Figma and Pixi.js to visualize ideas for production.
- Oversaw a team of four engineers throughout the development process, ensuring successful game implementation on the website.
- Strategized and launched TikTok ad campaigns, resulting in a measurable surge in site traffic, including creative design for all promotional content.

Senior Technologist, Web Content Specialist

2022 – 2024

Brown University

Providence, RI

- Led full lifecycle product development and design with a focus on user-centered design and front-end technologies including HTML, CSS, JavaScript, and React.
- Developed and launched multiple full stack web applications that improved page traffic by an average of 31% over 2 years.
- Led cross-functional teams to digitize and organize historical data, enhancing public access to archived materials through improved UX/UI design.
- Oversaw Google Analytics integration and launched data visualization projects using Tableau and D3.js to provide insights that improved website traffic and retention.
- Ensured accessibility compliance with WCAG 2.1 standards and utilized best practices for web page quality checks.
- Managed site-wide UI/UX web projects from wireframes to post-launch analytics, using Agile methodologies and tools like Figma and Sketch.

Technical Product Manager

August 2020 – April 2022

Wiline Networks Inc.

San Jose, CA

- Developed comprehensive product requirements and specifications for three major product launches, emphasizing front-end user experience and design.
- Integrated Jira to manage project timelines, improving delivery time by 20% and enhancing collaboration.
- Coordinated with engineering and admin teams to ensure alignment with strategic objectives and design standards.
- Introduced innovative API solutions using Python and PHP, focusing on RESTful API consumption and front-end technologies for improved user interfaces.

TECHNICAL SKILLS

Design Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), InVision

Languages: Java, Python, C/C++, SQL (Postgres), JavaScript, HTML/CSS, R

Front-End Frameworks: React, Angular, Vue, Node.js, Material-UI

Developer Tools: Git, Google Cloud Platform, VS Code, Processing, Eclipse, Webpack, Gulp

Other: UI/UX Research and Design, Product Design, Frontend Development, 3D Modeling (Blender, Maya), Narrative Development and Design, Technical and Grant Writing, Data Analysis (SQL, Tableau, D3.js), Mobile Development (Swift), Agile Methodologies (Scrum), Responsive Design, Cross-Browser Compatibility