

CAROLYN DURAN

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EDUCATION

University of Michigan, Ann Arbor

May 2021

Bachelor of Science in Information, specialization in User Experience Design

Minor in Business; Spanish Language, Literature, and Culture Minor | University Honors, Angell Scholar, Scholar Athlete

SKILLS

UX Design: Figma, Adobe Creative Suite, LottieFiles, design systems, usability testing, interaction design, data viz

Web Development: HTML5/CSS, JavaScript, Python, Google Analytics, Web Content Accessibility Guidelines

WORK EXPERIENCE

AdAdapted, Inc. | Ann Arbor, MI

Aug 2021 - Present

Senior UX/UI Engineer (2025-Present), **UX/UI Engineer** (August 2021-2025)

- Led UX/UI design initiatives within the Engineering department, establishing a collaborative workflow between ~10 designers and developers to deliver user-centered solutions that drive revenue growth through increased efficiency
- Drove a full redesign of the managed-service advertising platform, expanding and optimizing its programmatic advertising capabilities to reduce campaign setup time by 80%
- Implemented various post-launch improvements to the self-service ad platform, significantly improving usability and earning consistent positive client feedback
- Designed and launched several cross-functional R&D products for both desktop and mobile experiences using data-driven insights, user research, and iterative prototyping
- Built and maintained scalable design systems across multiple products, boosting design consistency and efficiency, reducing engineering handoff speed by 50%

University of Michigan School of Information | Ann Arbor, MI

Summer and Fall 2020

UX Design Intern/Research Assistant

- Improved a browser extension that encourages Reddit users to participate in more deliberate online political discourse by leading 10+ moderated user interviews, usability testing, competitive analysis, and prototype design
- Developed an online crowdsourcing tool to manually assess conversation quality in social media comments
- Coded interview data using grounded theory and wrote a [CSCW-published research paper](#)

Gravic, Inc. | Malvern, PA

Summer 2019 and 2020

Marketing Intern

- Improved HPE Shadowbase product line website UX; designed and developed UK reseller site using WordPress
- Analyzed and presented monthly web traffic insights using Twitter, Facebook, and Google Analytics
- Created and updated marketing collateral including use cases, procedures, videos, ads, and social content
- Collaborated with a local agency to revamp website for greater consumer engagement, SEO, and accessibility

LEADERSHIP & ENGAGEMENT

Ann Arbor YMCA (2025-Present), Phoenixville YMCA (2013-2020), Woodward Camp (2017-2019)

2013-Present

Gymnastics Instructor and Camp Counselor

- Responsible for creating lesson plans, and assigning roles to assistant coaches and visiting Olympians; prepared young gymnasts for local competitions as a leader for developmental classes and a team coach for levels 1-7

University of Michigan Club Gymnastics

2017-Present

Secretary/Social Media Chair 2018-2019

- Led outreach initiatives to strengthen engagement with members, alumni, and donors – tripled the club's social media presence, organized fundraisers and volunteer events, and raised a record \$2,550 on U-M's annual day of giving

University of Michigan Varsity Cheerleading

2018-2021

Michigan Athletics Leadership Development Team Ambassador; 2x National Champion; 2021 All-Big Ten Academic Team

- Managed a pen pal exchange between athletes and local elementary students, and organized virtual events for National Girls and Women in Sports Day