Carrie Mah

Product designer with 5+ years of experience launching digital products.

multidisciplinary • systems thinking • strategy • data • marketing • B2B

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Experience

Founder, Senior Product Designer   Carrie M Designs

Design consultancy • Chic Geek interview   Oct 2022 - Present • Canada • Remote

- **Education**: Co-created a UX & UI micro-credential course at Bow Valley College, pioneering a competency-based framework to serve as a blueprint for future digital design course development.

- **Heuristics**: Proposed 50+ prototype enhancements, improving usability, and contributing to startup funding.

Senior Product Designer   Clearco

B2B fintech web app • Germany launch article   Nov 2021 - Jun 2022 • Canada • Remote

- **Onboarding optimization**: Led end-to-end design for user onboarding, resulting in reduced drop-off rates, increased account creation, and driving an estimated annual revenue of 2.5M+.

- **Global expansion**: Designed EU compliant i18n flows for German markets, projecting 3.9M+ of revenue.

- **Data-driven strategy**: Influenced roadmap with product metrics, FullStory user recordings, and user feedback.

- **Team efficiency**: Streamlined processes, design system component creation, and feedback loop systems.

Senior Product Designer   Metrio

B2B SaaS sustainability reporting web app • Acquisition article   Apr 2021 - Jul 2021 • Montréal, Canada • Hybrid

- **User research**: Led qualitative research studies to develop product personas that shaped the product vision and roadmap transforming a legacy platform into a self-serve B2B SaaS product.

- **Marketing design**: Created sales presentations and investor pitch decks that contributed to significant company growth and positioned it for acquisition by Nasdaq.

Customer Experience Design Consultant   IBM iX

Global design consultancy • Video feature   Apr 2019 - Mar 2021 • Calgary & Montréal, Canada • On site

- **Product design & strategy**: Redesigned a web platform with user research, 5+ features, and a robust design system to improve user satisfaction, retention rates, adoption, business efficiency, and stakeholder engagement.

- **Experience design**: Co-created an experience strategy for a digital investment advisor product using design thinking, increasing customer retention, extending lifetime value, and resulting in a $200K+ project extension.

- **Rebranding & marketing**: Co-led a CMS website rebrand for a consultancy, achieving a 50% increase in user engagement from customers, employees, and client executives.

- **Design leadership**: Led an internal marketing design team while coaching 10+ junior designers, organized a T-shape designer career activity, and presented visual design workshops for 100+ IBMers, earning a 4.8/5 rating.

- **AI & chatbot design**: Created a mobile-first conversational chatbot and MVP for Purolator, a multi-billion courier company serving 4M+ users, improving personalized customer experience, user retention, and satisfaction.

- **Digital strategy & roadmap**: Conducted surveys, remote workshops, and analysis of 700+ data points to co-create a rapid pandemic response roadmap to safely reopen businesses within 3 weeks.

Product Designer
B2B bank app • Forrester Top CX Brands

ATB Financial
Jan 2018 - Jan 2019 • Calgary, Canada • Hybrid

- **Usability**: Revamped payment and multi–role workflows, driving engagement and adoption during beta release.

- **Design standards**: Established wireflows, guidelines, and design system components to ensure consistency.

UX Designer
Responsive web tax software

H&R Block Canada
May 2016 - Aug 2017 • Calgary, Canada • On Site

- **UX/UI design**: Redesigned features used by 300K+ users, resulting in a 300%+ increase in company revenue.

- **Customer feedback optimization**: Leveraged natural language analysis to structure customer feedback, contributing to significant usability enhancements and improving user base, user satisfaction, and NPS scores.

- **Code standardization**: Implemented designs and guides to streamline code, QA review, and developer workflows.

Projects

UX Design & Digital Marketing Lead
Helping an indie game studio launch their first rhythm RPG desktop game.

Resonance Games
2023 - Present

Digital Marketing Lead
Engaging a 4k+ women in tech community with marketing strategy and social media.

Chic Geek
2017 - 2021

Marketing Design Lead
Led a marketing design team to reduce environmental impact for 3k+ IBMers.

IBM Bee Green Canada
2020 - 2021

Education

Bachelor of Science in Computer Science
Concentration in Human-Computer Interactions, minor in Visual Studies

University of Calgary
2017

Training

Enterprise Design Thinking Co-Creator	IBM	2020
IBM Leadership Academy	The Ivey Academy at Ivey Business School	2020
Service Design & Experience Mapping	Akendi Inc.	2018

Tools of the trade

Design

Research

Front-end Development

Typeform

Tooling

Jira Software   miro   Notion   fullstory   webflow

thanks for reading! 🙇‍♀️