Carly Peak
UX Designer

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EXPERIENCE

Lead UX Designer - Segue Technologies

Feb 2022 – Present

- Led user-centered design strategies for a Funding Toolkit website, resulting in a 93% user satisfaction score through competitive analysis, stakeholder interviews, and user flow testing.
- Increased user engagement of potential job candidates with the redesign of Segue's Careers page, implementing strategic touch points, which increased the page's event count by 36% over 3 months.
- Worked directly with clients to align design objectives with strategic goals resulting in 15% growth in project completion efficiency.
- Led UX workflows for product development across cross-functional teams within an agile environment.

Senior UX Designer - Segue Technologies

May 2017 – Feb 2022

- Redesigned the end-to-end experience of the Air Force's Pilot Training System Application, leveraging expert interviews and user testing to create a proof of concept prototype.
- Designed and developed custom WordPress websites, optimizing SEO through keyword research, resulting in a 12–19% increase in organic traffic.
- Conducted heuristic UX analysis of FTC's online reporting system, identifying 20+ actionable insights backed by user research and feedback.

UI/UX Designer - Segue Technologies

Jun 2015 – May 2017

- Designed a caregiving app from concept to launch, delivering branding, wireframes, mockups, and digital assets, achieving 10k+ downloads.
- Conducted A/B user testing to improve a caregiving app's onboarding process, increasing the sign-up rate and user satisfaction.
- Evaluated user requirements in collaboration with product managers, developers, and stakeholders to ensure designs met business goals and technical constraints.

Motion Graphics Designer Internship - Strayer University

Apr 2015 – May 2015

- Collaborated with cross-functional teams to create visually engaging and comprehensible motion graphics for financial management courses.

EDUCATION

George Mason University
Bachelor of Fine Arts Degree in Graphic Design

Microsoft Course
Accessibility Fundamentals

SKILLS

Design
Design Leadership
Agile UX/UI design
Wireframing & Prototyping
Interaction Design
Design Systems
Motion Design

Research
User Research & Testing
Heuristic Evaluation
Information Architecture
Affinity Diagrams
Journey Mapping

Development
HTML & CSS
WordPress
WP Page Builders (Elementor, Beaver Builder)
Google Analytics

TOOLS

Figma, Sketch, InVision, Zeplin, Adobe CC (Illustrator, Photoshop, InDesign, After Effects), Jira, Notion