CAROL LIEN

UX/UI Web Designer | 5+ Years of Experience in Accessible, Responsive Design for Web Applications in Education and Health

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Experience

UX/UI Web Designer

University of Wisconsin-Madison, Wisconsin Center for Education Research
October 2022 - May 2025

- Contributed to end-to-end UX/UI design for responsive **WordPress** sites with a focus on usability, accessibility, and inclusive design, particularly for education-focused audiences.
- Created user flows, wireframes, and layouts using **Figma**, **Adobe CC**, **HTML/CSS**, and **WCAG** standards.
- Collaborated with cross-functional teams of researchers, designers, developers, and stakeholders to turn complex needs into user-friendly, branding-aligned design deliverables, such as high-fidelity prototypes and developer-ready handoffs in **Figma** and **Adobe XD**.
- Coordinated concurrent project timelines, stakeholder feedback and deliverables across Agile, iterative workflows using **Jira** and **Asana**.
- Maintained websites and supported design systems to ensure consistency, accessibility, and efficient updates.
- Acted as a subject matter expert on UX web design, providing consultation and guidance on effective interface design.

UX/UI Web Designer

University of Minnesota, Dept of Pediatrics, Nestrasil Medical Imaging Lab
February 2021 - September 2022

- Conducted UX research through user interviews, usability tests, and card sorting, identifying user needs and pain points to inform site map.
- Applied UX design principles to create user flows, wireframes, and responsive UI prototypes in **Figma**, integrating insights from competitor analysis.
- Presented UX research findings and design proposals to stakeholders and implemented feedback to launch the live MILAB website.

Design Production Assistant

Acts2Network and International Student Mentorship Program
University of Minnesota-Twin Cities and University of Wisconsin-Madison
November 2019 - August 2022

- Improved UX and responsiveness of **Squarespace** websites for student outreach.
- Designed and updated web content across digital channels using **Photoshop**, **Canva**, and **Figma**, increasing student engagement.
- Managed a weekly **Mailchimp** newsletter reaching 300+ subscribers.

Research Study Coordinator

University of Minnesota, Dept of Pediatrics, Nestrasil Medical Imaging Lab
May 2016 - January 2021

- Managed 10+ research projects, overseeing participant recruitment, timelines, and data workflows for imaging and neuropsych studies.
- Improved team efficiency by 50% by designing user-friendly study materials, creating a team knowledge base, and leading weekly collaboration meetings.

Education

DesignLab UX Foundations & Academy
November 2020 - March 2022

Coursera UI Design Specialization
January 2020 - April 2020

University of MN - B.S. in Psychology
2012 - 2016

Skills

User Research

Interviews & surveys
Qualitative analysis methods
Personas & user journeys
Usability & concept testing

Design

UX, UI, interaction, and product design
Information architecture
Design systems
Wireframing
Web and mobile design
Low- to high-fidelity prototyping
Digital & email marketing graphics
Web Accessibility

Tools & Platforms

Design & Prototyping

Figma, Adobe CC, Canva, Maze, Miro, Whimsical

Web & UI Development

Wordpress, Squarespace, HTML, CSS

Accessibility & Analytics

WCAG, Google Analytics

Project & Workflow Management

Asana, Jira, Trello, Agile Methodology

Productivity & Communication/Misc.

Google Workspace, Microsoft Office Suite

Mailchimp, DaVinci Resolve (video edits)