

CAROL LIEN

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Professional Summary

UX/UI Product Designer with 5+ years of experience creating accessible digital experiences across education, healthcare, and research. I bridge design and implementation through UX research, visual/brand design, design systems, WordPress, HTML/CSS, and hands-on web troubleshooting—building my front-end development skills while creating intuitive, scalable products.

Experience

University of Wisconsin-Oshkosh, NSF Paj Ntaub Project | *UX/UI Web Designer/ Developer* Nov '25 - Jun '26

- Owned HMoob Connect's visual identity, creating the logo and brand direction in Adobe Illustrator and translating the brand into a cohesive web experience.
- Served as a UX consultant on an existing product: evaluated navigation, content hierarchy, accessibility, mobile behavior, and directory interactions; created wireframes, prototypes, and UI recommendations in Figma.
- Moved from design into implementation, updating the WordPress front end with HTML/CSS and responsive styling, troubleshooting UI behavior, and refining components to better match the redesigned experience.
- Partnered with 8 researchers and a developer to prioritize revisions, incorporate feedback, and balance user needs with accessibility and technical constraints.

UW-Madison, Wisconsin Center for Education Research | *UX/UI Web Designer* Oct '22 - May '25

- Designed/redesigned 20+ web experiences for education and research programs, translating stakeholder and user needs into information architecture, user flows, wireframes, high-fidelity UI, and accessible responsive layouts.
- Built scalable design systems, templates, and reusable page patterns adopted across 10+ experiences, improving visual consistency and making future content growth and updates easier for project teams.
- Led design reviews and collaborated with cross-functional teams to prioritize features, define requirements, and guide UX strategy from discovery through implementation.
- Leveraged AI to accelerate ideation, UX writing, and concept exploration while mentoring students and teammates on UX best practices.
- Supported products after launch—including evolving sites and member/resource hubs—by troubleshooting usability issues, adding new content/features, and adapting experiences as research centers grew.

UMN-Twin Cities, Dept. of Pediatrics, Nestrasil Medical Imaging Lab | *UX/UI Web Designer* Feb '21 - Sep '22

- Led UX research and interaction design for a healthcare research platform through usability testing, user interviews, and information architecture.
- Designed responsive user flows, prototypes, and scalable UI components in Figma while translating complex research workflows into intuitive experiences.
- Presented research insights and product recommendations to stakeholders, iterating on feedback to successfully launch the website.

Acts2Network & International Student Mentorship Program | *Design Production Assistant* Nov '19 - Aug '22

- Improved Squarespace websites with responsive design, accessibility enhancements, and custom HTML/CSS; also produced digital and print outreach assets using Figma, Photoshop, Canva, and Mailchimp.

University of Minnesota (UMN)-Twin Cities | *Research Study Coordinator* May '16 - Jan '21

- Managed 10+ multidisciplinary research projects, coordinating timelines, stakeholder communication, participant recruitment, and competing priorities.
- Improved operational efficiency by 50% through workflow redesign, standardized documentation, and team knowledge management. Led onboarding and mentored student researchers while collaborating across teams.

Skills

- Product Design:** UX Strategy, UX Research, Product Discovery, Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping, Design Systems, Visual & Brand Design, Responsive Web & Mobile Design
- AI-Enhanced Design:** ChatGPT, Gemini, AI-enhanced Ideation, UX Writing, Concept Exploration, Rapid Iteration
- Development:** Figma, Adobe Creative Cloud (XD, Illustrator, Photoshop, InDesign), WordPress, HTML/CSS
- Accessibility:** WCAG 2.1, Section 508, Inclusive Design, Google Analytics
- Product & Collaboration:** Agile, Jira, Asana, Trello, Slack, MS Teams, Feature Prioritization, User Stories, Stakeholder Management, Cross-functional

Education

Designlab UX Foundations & Academy (2020-2022)

University of Minnesota - Twin Cities | B.S. Psychology (2012-2016)