

Design Consultant, Freelance/Contract | Austin *2022–present*

Product design, strategy, branding, and content design consulting for agencies and enterprises. Recent engagements have included brand development for a climate-focused media conglomerate, editorial design/wireframing, content strategy and copywriting.

Conversational Architect, Amelia.ai | Remote/NYC *2022*

Experience lead for a national healthcare organization’s text- and voice-based conversational agents.

Group Lead Product Designer, Workrise | Austin *2021–2022*

Initial product strategy and design for the company’s entry into the construction vertical. Created and tested a regional marketplace pilot app which matched skilled tradespeople to employment opportunities that aligned with their skillsets and interests.

Global Design Consultant, IBM Cloud Garage | Austin *2018–2020*

Worked as part of cross-functional teams to create user-centered solutions, from wireframe to prototype to production-ready enterprise software. Led and co-facilitated design thinking sessions for external clients and delivered solutions leveraging IBM’s cloud technology, blockchain, and AI. Designed conversational agents to gain efficiencies in brand-appropriate voice and tone. Led and conducted research and testing with users, and educated clients to enable design thinking principles within their own organizations.

Design Lead, IBM Watson Expert Services | Austin *2018*

Created custom enterprise solutions powered by IBM’s Watson APIs, including tools leveraging AI to assist in legal compliance, customer care, and visual recognition.

Design Lead, IBM Watson Education | Austin *2016–2018*

Applied AI/cognitive technology to personalize learning and to increase student engagement and retention rate in K–12 and higher ed. Conducted user research, collaborated with clients and other stakeholders, and led a multifunctional internal design/development team in the conception, prototyping, and production of a cognitive tutor app and student engagement app for iOS.

UX/Visual Advisory Designer, IBM Watson Education | Austin *2015–2016*

As a founding member of the Watson Education team, I initiated research, conception, and design of our flagship offering, Watson Enlight. Led design thinking workshops, produced user flows and wireframes, leveraged IBM’s design language to create a product-specific design system, and mentored junior designers.

Additional work experience available upon request.

Christy Carroll

Multidisciplinary design leader
and creative problem-solver

Portfolio

christycarroll.com

Education

BFA, Communication Design
University of North Texas

Skills & Expertise

Values-led design strategy and
leadership

Enterprise design thinking
facilitation, coaching, and
implementation

Human-centered user experience
design

Speculative design

User research & testing

Conversation/chatbot design

Wireframing

Prototyping (Figma, Sketch,
InVision, Craft)

iOS/Human Interface Guidelines

Storytelling/narrative-based
presentation skills