

Caroline Pozo

Product Designer

CONTACT

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EDUCATION

UX Design Certificate
BrainStation
June - August

University of Colorado - Boulder
M.A. Strategic
Communication Design
2022

Northwestern University
B.S. Communications
*Legal Studies Minor, Segal
Design Certificate*
2021

TECHNICAL SKILLS

Adobe Creative Suite
Illustrator, Photoshop,
InDesign

Prototyping Software
Figma, ProtoPie

Development
Understanding of
HTML & CSS

Tools
Figma, Miro,
Blender

EXPERIENCE

Sales and Strategy Director | Bargaineer LLC *Jan 23 - Current*

- Tripled sales channels by designing and launching an e-commerce site along with an in-store buying option
- Created and implemented a rebrand with an innovative content strategy
- Collaborated with cross functional teams to achieve business goals

Experience Design Intern | Nuqlea *Oct 22 - Dec 22*

- Worked to expand Nuqlea's existing website by adding relevant information to attract and inform potential clients
- Collaborated with stakeholders to improve overall customer relations and knowledge through website expansion
- Also assisted in translating and copywriting

Product Design & Strategy | Hertz *Client Design Sprints - 2022*

- Created an on brand mobile tool for Hertz TNC drivers to track trip related expenses, earnings, and more
- Aided in brand strategy to increase brand recognition and value proposition retention

LEADERSHIP & ACHIEVEMENTS

Division 1 Student-Athlete, Northwestern Women's Tennis
Division 1 Student-Athlete, Colorado-Boulder Women's Tennis

Academic Achievements

Big Ten Distinguished Scholar: 2020, 2021
Academic All-Big Ten Team: 2019, 2020, 2021
Dean's List: Winter 2018, Fall 2019, Winter 2020, Spring 2021
Pac-12 Honor Roll: Spring 2022
ITA Scholar-Athlete: Spring 2022

Purple Heart Recipient, 2018

- Team elected award given to one person on the team for showing outstanding teamwork and drive throughout the year

Volunteering

Kansas City Zoo, August 2021
Evanston Animal Shelter, 2018-2021
Purple Peer Mentor, 2018-2019

- Developed mentoring skills to be a resource and advocate for mental health

