

CARL BOOKER

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SUMMARY

UX Designer with 11 years of experience in creative visual storytelling, multi-disciplinary collaboration, and client relationship management to produce customized products.

Skilled in:

- User-centered design
- Cross functional team collaboration
- Workshop facilitation
- Creative problem solving
- User Research & Interviews
- User Story Driven Goals
- Testing and Validating designs
- Low-fidelity mockups to high fidelity prototypes
- Accessible UI Design Standards
- Material Design/IOS Standards

Software: Adobe Illustrator, Adobe XD, Figma, Miro, Keynote, Google Apps (including Drive, Docs, Sheets, and Slides), Zoom

Programming: Working understanding of HTML, CSS, JavaScript, Media queries, Bootstrap

RECENT PROJECTS

Blooming with Birdie | UX/UI Designer | January 2021

Responsive app design concept development during a 3-day Startup event from ideation to working hi-fi prototype.

(Project won 2nd place for the weekend)

- Researched educational modalities and conducted SWOT analysis of competitors.
- Facilitated team workshops for ideation, interview analysis, and feature prioritization.
- Created low and high-fidelity prototypes for testing and presentation.
- Contributed to final presentation to possible stake holders.
- Drove UI design of customer facing app in consultation with CEO.

Target Site Redesign | UX Researcher, UI Designer | January 2021

E-commerce redesign of the Target 2020 Holiday website, examining account creation, product search, and check-out process.

- Researched current brand mission, style guidelines, and company vision to align final design with company standards.
- Conceptualized user interview plan and administered user interviews and low-fidelity testing.
- Facilitated team workshops in interview analysis, empathy mapping, value proposition canvas, and feature prioritization.
- Developed front-end look for product search pages.
- Created hi-fidelity style guide for web and mobile formats.
- Participated in final project presentation of redesign.

Seqpay | UX Design Generalist | November 2020

Brochure-style responsive website design for a start-up leveraging user funneling to app download.

- Collaborated with company founders to define site's mission and root value.
- Administered user and stakeholder interviews.
- Researched current market data and conducted heuristic evaluations and SWOT analysis of market competitors.
- Facilitated team workshop for user persona, brainstorming, feature prioritization, and information architecture.
- Created wireframes and low-fidelity prototype for testing.
- Defined style guide for high-fidelity prototype.
- Administered user tests on prototypes and aided in iterations.

Government Site Redesign | UX Designer | October 2020

Responsive redesign for current FTC website targeting improved information architecture and UI elements.

- Created user interview and testing plan and conducted research user tests on current site.
- Facilitated team workshop for user persona, brainstorming, feature prioritization, and information architecture.
- Created wireframes and low-fidelity prototype for user testing.
- Designed responsive components for low and high-fidelity prototypes.
- Managed project timeline and team member deliverables.

ADDITIONAL EXPERIENCE

University Professor | Texas State University | 2016-Present

Teach new skills and facilitate learning for multidisciplinary students through scaffolded projects, evaluations, and iterations.

- Developed a 3-year, 6 course rotation, creating all curriculum for both undergraduate and graduate students.
- Establish learning objectives tied to industry standards and best practices.
- Facilitate class discussions and presentations.
- Organize materials and resources to aid students in differentiated learning methodologies.
- Set project deadlines and provided benchmarks and check ins to meet those deadlines.
- Invited Lecturer at The University of Texas

Costume Production Supervisor | Texas State University | 2014-Present

Project manage the costuming of 10 productions annually.

- Communicate and collaborate across multiple departments to create cohesive, impactful, character driven designs.
- Create pattern drafts, mockups, and final products to spec.
- Facilitate test fittings and collate feedback for iterations.
- Manage multiple production teams of varying skills and project timeline.
- Research, test, and iterate construction techniques based on project and customer needs.
- Interpret 2-d designs into 3-d garments based on performers' measurements, movements, and production needs.
- Think critically to creatively solve complex problems.

Key Accomplishments:

- Staff Performance Award 2016
- Invited to present workshops at state conferences.

Freelance Draper | 2010-Present

Independent contractor for companies nationally in a customer facing role, executing multiple projects, to spec, annually.

- Communicate and collaborate across multiple departments to create cohesive, impactful, character driven designs.
- Create pattern drafts, mockups, and final products to spec.
- Facilitate test fittings and collate feedback for iterations.
- Manage independent business budgets, best practices, and schedules.
- Create and deliver entire life cycle of a concept project.

Key Accomplishments:

- 2013 B. Iden Paigne award: Best Costume Design

EDUCATION

Bootcamp Certificate | The University of Texas at Austin | 2020-21

Program Focus: Utilizing user-centric design methodologies and design thinking best practices, learn and practice the life cycle of a project from research through visual prototyping and wireframing.

Programs and systems learned: Photoshop, Illustrator, Adobe XD, Figma, Miro, InVision, HTML5, CSS, JavaScript, Bootstrap, jQuery.

MFA Costume Technology | The University of Texas at Austin | 2008-2011

Program Focus: Develop skills in project management, pattern drafting and manipulation, principles of design, and design interpretation creation.

Master's Thesis: designed a tablet application for theatrical costume production and conducted a case study in software created for users more used to working with hands than computers and how they could integrate programs to improve work capacity.

BFA Theatrical Design | Baylor University | 2004-2008