


# Hello, I'm Caroline Lukins

 Caroline Lukins

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*I'm a multi-disciplinary designer focusing on digital products that create deeper connections between humans and our physical world.*

## RECENT WORK

### Birchbox • Product Designer DEC 2018-CURRENT

- Lead design and development of select features on web, mobile, and email, building user stories, wireframing, prototyping, QA, and usability testing.
- Develop deep understanding of target customer, leading initiative to build empathy between employees and our target user through daily video chats.
- Designer on the core Billing Team, covering all site touchpoints and updates to execute Birchbox's first ever price increase and billing re-structure.
- Co-led company-wide team building offsite and internal culture events

### Campo • Co-Founder & Experience Designer OCT 2017-CURRENT

- Led design of digital and physical experience including web, UX, marketing visuals, social & content, hospitality, and environment design.
- Fostered and engaged online community of 2,500+ outdoor enthusiasts.
- Developed framework for research, conducting over 100 in-person interviews and surveys to define the problem, product positioning and brand.
- Strategically execute new features such as guided adventures, automated booking, gear rental, itineraries, and newsletter.

### BetterCompany (acquired by The Muse) • UX Designer JUNE 2015-DEC 2016

- Designed and shipped native Android app which to connect professional peers through an anonymous social network for job advice, mentorship, and support.
- Spearheaded Material Design, community management, and analytics.
- Led Design Team through product pivot, building a B2B web app (HonestInterview)

### Optibi, Beehive, Vectera, TripPlan, ListingJoy • Startup Design MAY 2016-CURRENT

- Work alongside founding teams during product conceptualization to connect with customers, design and launch MVP, validate product market fit, and establish foundational design systems and process (over 4 countries).

## FOR FUN

**Spoke** at: General Assembly, 2019 Speaker on Architects in Product panel

**Ran:** SF UltraMarathon, 2016 52.4 miles and raised over \$20k for UCSF cancer research

**Designed:** Portfolio Design Award Winner, 2013 Awarded to the top portfolio of Columbia class of '13

**Co-Published:** Resources for an Urban World: Rio de Janeiro, 2015 Exploration of natural resources & architecture

**Coached:** Columbia Women's Swim Team, 2014 Coached 21 women at the NCAA Division I collegiate level

## EDUCATION

**Columbia University**  
2009-2013, B.A, Arch

### General Assembly

2015, Front End Dev.  
2016, UX Design

## SKILLS

### Technical Tools

Sketch  
Figma  
Adobe Suite  
(PS, AI, AE, ID)  
Framer  
Invision  
AutoCAD  
Rhino

### Research

Competitive Analysis  
Customer Interviews  
Usability Testing  
Analytics

### Design & Dev.

Prototyping  
User Personas  
Design Systems  
Storyboarding  
Illustration  
Animation  
Wireframes  
WordPress  
HTML/CSS  
JavaScript