

Carol-Anne Ryce-Paul

917-573-5648 • crycepaul@gmail.com • www.linkedin.com/in/crycepaul • www.carolannerycepaul.com

USER EXPERIENCE DESIGNER

Creative designer eager to leverage expertise in human-centered design solutions, agile methodologies, advanced technology, and innovative design tools to create intuitive and engaging interaction design experiences. Strong comprehensive portfolio showcasing people-centered solutions, poised to deliver innovative visual design experiences that resonate with users and drive business success.

KEY SKILLS

Methodologies: Design Thinking | User-Centered Design | Service Design | System Design | Agile

UX Skills: Wire-framing | Prototyping | User Research | Usability Testing | Interaction Design
Information Architecture | Data-Driven Decision Making + Continuous Improvement

Strategy: End-to-End Design Strategy | Business Alignment | Stakeholder Engagement | Design System Implementation | Brand Strategy | Customer Engagement Strategy | Creative Storytelling

Collaboration: Cross-Functional Team Leadership | Project Management | Vendor + Client Relations

Design Tools: Adobe Creative Cloud | Miro | Figma | Jira | Confluence | Creativity

Business Tools: Microsoft Office | Apple Office Suite | Google Workplace | Mac Native

Additional Skills: Visual Communication | Oral Communication | Written Communication | Storytelling
Presentation Skills | Design Principles | Creative Direction | Digital Human Design | Brand Design
Visual Design | Client Systems | Corporate Style | Typography | Brand Development | Video Production
Motion Design | AI + ML Integration

PROFESSIONAL EXPERIENCE

CARP+CO CREATIVE, New York

July 2013 – Present

Senior Creative Design Consultant

- Spearheaded the development of corporate branding and design systems as a Design Consultant, crafting impactful visual elements for digital interfaces and print materials.
- Designed and refined components and interface elements to ensure consistency and alignment with brand standards across various mediums.
- Led project management efforts and coordinated teams to deliver high-quality design solutions within project timelines and budgets.
- Cultivated strong relationships with vendors and partners, ensuring seamless collaboration and successful project outcomes with a client list that includes Fortune 500 companies.

JPMORGAN CHASE & CO, New York

Aug 2019 – May 2024

VP., User Experience Design Lead and Senior UX Designer

- Lead UX Designer in the Branch Innovation Labs, collaborating with product owners to drive banker and customer experience initiatives. Manage end-to-end design processes, from ideation through research, testing, and iteration, ensuring seamless production hand-off.
- Facilitate cross-functional team collaboration to deliver innovative, human-centred solutions that redefine 360-branch user interactions.
- Uphold high inclusion standards, usability, accessibility, and desirability through meticulous testing and future-facing technology adoption.
- Continuously refining designs based on feedback and testing prioritizes system, user service needs, and business goals, resulting in scalable and impactful experiences.

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SCHOLASTIC, New York

May 2019 – Aug 2019

Senior Print Designer, Education Group

- Design for print and editorial in the children's education publishing space.
- Designed a variety of resources primarily directed at multilingual early childhood education.
- Projects include book design and layout, accompanying class and child colour-in posters, multilingual teaching materials, infographics, and instructional-related design.

MATTEL + FISHER-PRICE, New York

July 2016 – Aug 2018

Staff Graphic Designer, Global Brand Marketing

- Contributed to the global creative services of a top player in the children's education, media, toy and baby gear, and entertainment industry.
- Redesigned Fisher-Price's preschool brand and style guide systems for worldwide branding and designed marketing content for the company's learning and developmental play brands and baby gear.
- Worked on international partner product websites and updated the e-commerce creative content of the core Fisher-Price brands on Amazon's product page, increasing sales and revenue.
- Co-produced brochures and guides on education, research, and child development with the Fisher-Price PlayLab team.
- Partnered with Thomas the Tank's Engine team to create the youth version of the UN's Sustainability Goals Initiative.

SESAME WORKSHOP, New York

Nov 2004 – July 2013

Senior Graphic Designer, Creative Services

- Specialized in global brand marketing design and creative services for non-profit organizations in children's education, media, entertainment, and licensed toy and baby gear industries. Expertise in designing, managing, and producing content and assets for print, licensed products, and diverse screen media.
- Played a pivotal role in developing a highly successful global digital asset management system for streamlined content organization and distribution.
- Managed end-to-end development, design, and production of creative print collateral for children-focused initiatives, events, PR, branding, marketing, education, research, presentations, and communications.
- Contributed significantly to the successful conceptualization, design, and branding of Sesame China re-launch, showcasing strategic and innovative design leadership.

ADDITIONAL RELEVANT EXPERIENCE

ALLIANCE BERNSTEIN, New York

2018 – 2019

Senior Creative Designer

Designed financial wealth management marketing collateral.

RUSSIAN STANDARD VODKA, New York

2016 – 2016

Senior Designer + Social Media Art Director

Developed effective social media campaigns for top vodka and spirits brands, marketing materials, branding, and trade show displays.

DAVIS POLK & WARDWELL, New York

2014 – 2016

Senior Designer Art Director

Revitalized the top global law firm's business development content and client-facing global branding and communications content by integrating modern design and photographic elements.

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EDUCATION

Bachelor of Fine Arts (BFA) Photography, Graphic Design, Liberal Arts

Parsons School of Design, The New School University, New York, NY and Paris, France

CERTIFICATIONS

Service Design Practitioner, Service Design – Service Design Academy, Service Design Network

Certificate, UX Design – CUNY Tech Works, City University of New York, New York

Professional Courses, Advertising + Design – School of Visual Arts, New York

Certificates, Graphic, Motion + UX Design – Noble Desktop, New York

User Experience Design – New School University + General Assembly, New York

Computer Programming – Girl Develop It, New York

Professional Courses, Systems + Design Thinking – Design Gym, New York

User Research, Systems Design, Interaction Design + Design Thinking – Interaction Design Foundation

Systems Thinking, Storytelling for Change – Acumen Academy

Product Development Micro-Certifications – Product School

Professional Courses, Product + Design Management – Coursera

Design Thinking Workshop Facilitation – AJ&Smart