

CARMEN BADUR

Design Strategy & Innovation

INFO

E-MAIL

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PHONE

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WEBSITE

www.carmenbadur.com

SKILLS

- Experience Design
- Atomic Design
- Concept Strategy Development
- Interpersonal Communication
- Innovative Problem-Solving
- Insights and Ideation
- Web Design
- Project Management
- SCRUM

ENGLISH – Native

GERMAN – Native

PORTUGUESE – Beginner

EDUCATION

MASTER OF SCIENCE (MS) PARSONS SCHOOL OF DESIGN

Strategic Design & Management
New York 2016 - 2018
GPA 3.92% - Top 10%

BACHELOR OF ARTS (BA) HTW BERLIN

Product Design
Berlin 2012 - 2015

PROFILE

Creating breakthrough change requires innate curiosity, a skeptic's mind, an expert's eye, and a craftswoman's touch. I endeavor to employ these elements in all the work I produce. In this ever-changing world that we live in today, dealing with uncertainty is our daily to-do. By using strategic design methodologies and tools, I help businesses break out of their status quo and navigate them into new futures and business opportunities.

EMPLOYMENT HISTORY

HEAD OF UX, MORGAN & MORGAN

New York

2019 – current

- Collecting and analyzing behavior trends
- Generating creative ideas and strategies to enhance onsite usability, increase goal completions, and reduce drop-offs
- Conducting user research and developing personas, mindsets, narrative tone and journeys to find a solution beneficial to all (not just the stakeholders)
- Utilizing systems-thinking to identify insights and patterns in complex systems
- Adding structure and organization into existing workflows for companies to grow out of start-up phase
- Creating robust design systems for scalability
- Implementing findings to transform organization and propel behavioral change
- Develop mockups, wireframes, and designs for website, microsities, and tools
- Creative ideation and conceptualization for website flows and storytelling (narrative) as part of digital navigation
- Quant and qual testing to gather insights and determine design direction
- Brainstorming and developing ideas for a/b tests to increase onsite goal completions (focus on mobile)
- Coordinating and manage testing deployment pipeline with development team
- Managing of a team of researchers and designers in an agile environment

Tools used: VWO, Mouseflow, Qualtrics, User Testing, Google Analytics, Salesforce, Information Architecture, Sketch, Invision, Atlassian, Github,

SENIOR DESIGN STRATEGIST + UX RESEARCHER, BIRSEL+SECK

New York

09/2018 – 08/2019

- Lead quantitative and qualitative research, user-testing and design-thinking methodologies to uncover B2B and B2C needs for clients
- Lead brainstorming and ideation sessions with target groups and clients. Uses human-centric tools to guide sessions, both online and offline
- Created storyboards, work boards and visual narratives using Vyond, InDesign, and Illustrator
- Created visual material (slide decks, infographics, moodboards, videos, personas, journey maps) to visualize and communicate prior conducted research results and highlight opportunity spaces for innovation and organizational change

Tools used: Adobe Creative Suite, Sketch, InVision

Clients include: Staples, GE, Delish, Facebook and The Scan Foundation

DESIGN STRATEGY LEAD, BLUNDSTONE USA

New York

08/2018 – 08/2019

- Lead design and user research to identify insights and key opportunity spaces
- Created design briefs, product displays and trade-show assets
- Designed logos, slide decks, infographics and booklets to create brand identity
- Created pitch decks to help raise capital and acquire new collaborators. Consulted in visual identity and brand strategy
- Developed wireframes and mock-ups for websites to enhance usability

Tools used: InDesign, Photoshop, Illustrator, Sketch

DESIGN LEAD, BRANDBUILDING STUDIOS

Berlin & New York

04/2015 – 08/2018

- Art direction for events and campaign shoots in Berlin and Cape Town
- Created visual identity and branding for health startups
- Designed newsletters and promotional marketing campaigns
- Developed campaigns, look books, pitch decks and branding
- **Clients include:** KPM, Maurice Lacroix, Schiller Burger, Sir Group, UX Games