

Tommy Carroll

Experience Designer / Design Strategist

I apply strategy and design to help people and organizations thrive in a changing world. In a previous life, I designed classroom experiences fostering curiosity and joy.



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seetommy.com

EDUCATION

VCU Brandcenter

M.S. in Business/Branding- Experience Design

Chaminade University

Masters of Arts in Teaching

University of Georgia

Bachelors Degree in International Affairs

Teach For America

Professional Development Program

SKILLS & SOFTWARE

Product design

Service design

Design thinking

Workshop facilitation

User Interviews

Journey Mapping

Info. Architecture

Wireframing

UI Design

UX Prototyping

Curriculum Design

Teaching +Pedagogy

Sketch

Principle

Adobe CS

Cinema 4D

InVision

Figma

Powerpoint

G Suite

EXPERIENCE

R/GA *Applying UX and design strategy to assist Fortune 500 clients launch digital products & services* **New York, NY Present**

Experience Designer - Airbnb

- Working collaboratively with research, engineering, and creative to concept, design, and launch new features
- Designing evergreen creative and modular design systems to ensure scalability across mobile, native, and web
- Crafting elegant UX and UI deliverables meeting industry-leading design standards

Experience Designer - Business Transformation Consulting

- Leading innovation strategy for new lines of business and designing feature-level, product, & ecosystem prototypes
- Leading qualitative research and translating user insights into experience principles and feature prioritization
- Leading design workshops for senior clients and presenting final deliverables to VP and c-suite partners

Capital One *Bringing ingenuity, simplicity, and humanity to financial services* **Richmond, VA '18**

Pr. Associate, Experience Designer

- Designed CX maps and service blueprints to inform product and service design initiatives
- Facilitated design workshops to align user experience, business, engineering objectives

Moment (Verizon) *Design consultancy redefining what lies ahead for Fortune 500 companies* **New York, NY '17**

Design Intern

- Designed language learning voice assistant concept (IxD Awards 2018 People's Choice Winner)
- Synthesized interviews into insights to inform digital future of Fortune 50 financial services client
- Participated in the design and implementation of user centered client ideation workshops

Main Street Genome *Startup developing software solutions for independently owned small businesses* **Washington, DC '15**

Manager of Market Development & Learning

- Lowered cost per acquisition by 80% through bootstrapping international freelance sales team
- Delivered cross-cultural instruction to team of 30 agents spanning 5 countries and 4 time zones

Teach For America *Mobilizing promising future leaders to tackle educational inequity* **Oahu, HI '11- '14**

Educator, English Department Head

- Led class to a 90% pass rate on the 7th Grade English State Assessment (97th percentile)
- Designed immersive simulation based curriculum to inspire empathy and critical thinking

I once:

- Surfed in a lineup with John John Florence
- Played soccer for Keble College in Oxford
- Helped found an SAT prep camp in the West Bank
- Attended TC Williams from *Remember the Titans*