

## CARRIE WHITEHEAD

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678-358-8459

### Creating memorable experiences.

Solution-driven user experience design specialist offering experience leading all stages of product design including, strategy and planning, information architecture, interaction and visual design, usability testing, development, and support.

- Effectively combine design and business skills to create products that support key business goals while meeting the needs of the end-user.
- Strong knowledge of user interface design best practices and user-centered design methodology.
- Successfully drive design solutions from concept through execution.
- Effectively lead and work on multiple projects at one time with the ability to prioritize tasks, manage schedule and budget, monitor progress, and successfully deliver high-quality solutions in fast-paced environments.
- Excellent leader and communicator. Talent for building positive relationships, motivating, and inspiring project teams.
- Passion for creating memorable experiences that touch people emotionally.

## SPECIALTIES

User experience design, product design, design strategy, brand strategy, service design, account planning, user research, design concepting, information architecture, interaction design, prototyping, usability.

## EXPERIENCE

### 120 Movements

Principal of 120 Movements, Inc., a design consulting firm providing strategy, design, and research services that create compelling and intuitive user experiences. Select clients include:

#### CNN

Worked with CNN Digital leadership team to develop a strategic approach and guidelines for a future CNN online experience extending across many different devices and platforms.

#### Smart Design

Lead design efforts for key applications on Logitech Revue with Google TV. Worked closely with client and project teams from concept through testing and support.

#### Wells Fargo

Worked with the Customer Experience and product teams leading customer experience initiatives for the Wells Fargo/Wachovia merger, Online Banking, and Bill Pay platforms.

#### Intuit

Worked with Quickbooks, Quicken, and Strategy and Innovation teams to plan, design, and support new product releases. Acted as design consultant on specialized teams involved in new business acquisitions and future product development.

#### AOL

Responsible for design of AOL's OS-based storage application, Radio@AOL and Radio@AOL.com products.

### Goodby, Silverstein & Partners

Worked with clients and internal teams to develop engaging online experiences that integrated effectively with offline brand campaigns.

### Razorfish

Served as a member of the Experience Design team creating and implementing new design ideas and technologies that fostered growth for businesses. Played interregnal role as UI specialist on global team specializing in mobile experiences for Fortune 500 companies.

## AWARDS

**One Show** / Merit, Interactive

**Flash Forward** / Finalist, Motion Graphics

**The American Business Awards** / Best Online Campaign

**How Interactive Design Annual** / Merit, Consumer Websites

## OF NOTE

Member of the *second* opinion Board of Directors

Listed inventor on Patent: US- 7913173

## INTERESTS

When I'm not working, I'm probably tangled in a yoga pose, hiking in the Sierras, or traveling in a far off country!