

# Carol-Anne Ryce-Paul

917-573-5648  
crycepaul@gmail.com

www.carolannerycepaul.com  
www.linkedin.com/in/crycepaul

## EXPERIENCE DESIGN LEAD

Experienced Design Lead specializing in creating exceptional user experiences across digital platforms. Utilize a strong background in user-centered design principles to lead multidisciplinary teams to craft innovative solutions that delight users and drive business objectives. Highly skilled in UX methodology and UI design, prototyping, usability testing, and design thinking methodologies. Collaborate with stakeholders to translate complex requirements into intuitive and engaging designs. Possess a passion for innovation, attention to detail, and a strategic mindset to deliver impactful experiences that resonate with users and contribute to the success of products and services.

## KEY SKILLS

User Experience | User Interface | Prototypes | Mockups | Wireframes | UX Research | Visual Design | Brand Design | Design Systems | Brand Guides | Creative Direction | Graphic Design | Brand Strategy | Social Media | Digital Media | Client Relations | Vendor Relations | Team Collaboration | Creative Project Management

## TECHNICAL SKILLS

Adobe Creative Cloud | Adobe InDesign | Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Adobe Premiere Pro | Adobe Acrobat Pro | Figma | Jira | Microsoft Office | Google Workspace | Apple Business Suite | Video Production | Digital Humans | Avatars | AI + ML Integration

## PROFESSIONAL EXPERIENCE

**JP MORGAN CHASE & CO**, New York

2019 – Present

### User Experience Design Lead and Senior UX Designer

Lead User Experience Designer at 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.

- Foster cross-functional teamwork to deliver innovative, human-centered solutions that redefine branch user interactions.
- Uphold high standards of inclusion, usability, accessibility, and desirability through meticulous testing and future-facing technology adoption.
- Prioritize user needs and business goals by continuously refining designs based on feedback and testing, resulting in scalable and impactful experiences.

**CARP+CO CREATIVE**, New York

2013 – Present

### Senior Creative Designer

Spearheaded the development of corporate branding and design systems as a Design Consultant, crafting impactful visual elements for both 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.

**NYICFF, New York** 2019 – 2019

**User Experience Designer**

Designed a mobile app prototype with our team for the New York International Children's Film Festival website to boost ticket sales and festival visits, among other business goals.

**MATTEL + FISHER-PRICE, Global Brand Marketing, New York** 2016 – 2018

**Staff Graphic Designer**

Contributed to the global creative services of a top player in the children's education, media, entertainment, and toy and baby gear 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 UN's Sustainability Goals Initiative.

**SESAME WORKSHOP, Creative Services, New York** 2004 – 2013

**Senior Graphic Designer**

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 conceptualization, design, and branding of the successful Sesame China re-launch, showcasing strategic and innovative design leadership.

**ADDITIONAL RELEVANT EXPERIENCE**

**GROW WITH GOOGLE CUNY TECHWORKS, New York** 2019 – 2019

**UX Designer + Project Manager**

Collaborated as a part of the winning team in the CUNY Grow with Google Accessibility product hackathon.

**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**

Created all successful points social media campaigns for top global vodka and spirits business. Created marketing collateral, sales content and customer-facing branding and communications. Designed in-store packaging and trade show merchandising 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.

**WHITE & CASE**, New York

2013 – 2014

**Design Consultant**

Provided design and research consultation on the international re-brand and re-design of the firm's client-facing branded printed and virtual business development, advertising, and marketing products.

**EVA MUELLER PHOTOGRAPHY**, New York

**Studio Manager**

Assisted, managed the studio, and supported fashion photographer with film and digital photography shoots and the management of a busy fashion, music, and editorial photography business.

**SHAHID AND COMPANY**, New York

**Production Designer – Freelance**

Created design assets, photo illustrations, retouched photography, and built presentation boards, prototypes, and maquettes for various advertising agency clients.

## EDUCATION

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

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

## CERTIFICATIONS

**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