CARLOS ANTONIO WHITESIDE

SENIOR UX/UI DESIGNER

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PROFESSIONAL SUMMARY

I'm a seasoned design professional with 20 years of experience crafting user-centered digital products for leading clients like Google, Comcast, and IDEO. My expertise lies in creating data-driven design solutions backed by extensive research and analysis. I also contribute to software education as a member of DeVry University's Software National Advisory Committee. Recognized for my achievements in eCommerce, I strive to advance inclusive design practices across AR, VR, AI, and mobile/web platforms.

WORK HISTORY

Lead UX Designer : Reason One - Charleston, SC (February 2023 - January 2024)

• Led user research initiatives, facilitated context sessions, and defined project objectives.
• Crafted comprehensive project scopes, devised roadmaps, and delivered initial design explorations.
• Enhanced our design methodology and implementation strategies to ensure optimal user experiences.
• Guided and mentored 5+ cross-functional design associates as Design Director & Lead UX Designer.
• Clients: MUSC, Prisma Health Children's Hospital, Cancer Research Institution

Hybrid Visual Product Designer : Google Inc. - New York, NY (May 2022 to January 2023)

• Worked with IDEO & HUGE Inc. to employ UX Strategies for the 2025 "Future of Shopping" project.
• Worked within the product inclusion team contributing to design exploration and concept generation.
• Collaborated with Sephora to develop an affiliate marketing experience for Google Shop, and Lens.
• Utilized the "Ellis Monk" studies to inform inclusive interaction design updates for Google Shop.
• Developed high-fidelity mockups, prototypes, and presentations for stakeholder review.

Senior Experience Designer : Digitas - New York, NY (February 2022 - July 2022)

• Lead Visual Designer developing optimal solutions for the Wellington Investments digital experience.
• Employed generative AI software to enhance the management of workflow and content consumption.
• Managed a multi-disciplinary team of 3 in crafting data-driven fiduciary technology experiences.
• Worked congruently with cross-functional teams to deliver optimized visual design solutions.

Art Director : Razorfish - New York, NY (June 2021 - February 2022)

• Developed omni-channel UX Strategy solutions for Keller William's digital ecosystem.
• Curated and managed documentation, pattern libraries, and components for design systems.
• Established forward-thinking design solutions while adhering to business requirements and constraints.

VP, Lead UX Design : JP Morgan - New York, NY (August 2019 - January 2020)

• UX Strategist specializing in product consumption for JP Morgan's API Portal & Developer Ecosystem.
• Worked congruently with Legal, Technical Writers, and API Developers to enhance documentation.
• Developed service blueprints, and journey maps, and conducted research to inform UX Strategy.
• Managed 6 multi-disciplinary team members in crafting delightful experiences for fin-tech.
• Subject matter expert and advocate for PAAS and BAAS products (Public & Private).

UX Designer II : Google Inc. - Mountain View, CA (January 2017 - September 2017)

• Crafted brand guidelines and refined mobile aesthetics for the Google Maps "Gold Finger" feature.
• Responsible for the Discovery & Definition as well as Scope & Roadmap through the product life cycle.
• Collaborated with Google Design Studio throughout design exploration leveraging research & metrics.
• Developed iconography, content strategy, and user journey within the visual design capacity.

UX Designer I : Comcast Innovation Center - Sunnyvale, CA (August 2015 - November 2016)

• Designed an optimized digital experience for the Xfinity set-top box "Watchable" platform.
• Produced device-agnostic web application solutions with a strong focus on spatial interaction patterns.
• Developed project Scope & Roadmaps in adherence to business requirements for our respective MVP.
• Collaborated with the engineering team throughout the implementation of immersive feature sets.
• Utilized lean UX methodologies in tandem with our design strategy informed by data analysis.

UX Designer : Blue Acorn iCi - Charleston, SC (June 2014 - June 2015)

• UX Strategist specializing in accessibility, inclusivity, and visual design solutions for respective brands.
• Designed data-driven commerce experiences to enhance user engagement, retention, and conversion.
• Optimized shopping funnel experiences resulting in conversion rate increases of up to 50% for brands.
• Utilized quantitative metrics and qualitative user data analysis to derive actionable insights.
• Subject matter expert for the Magento and Demandware enterprise commerce systems.

Junior Art Director : Sideways NYC - New York, NY (June 2013 - June 2014)

• Guided the Sony & Playstation legacy teams throughout the optimization journey for mobile & web.
• Curated mock-ups, wireframes, prototypes, and brand guidelines for alignment and consistency.
• Developed a unified digital ecosystem for the Sony Rewards and PlayStation platform demographic.
• Specialized in design systems and print production as creative leadership for mobile/web design teams.
• Implemented data-driven design solutions to facilitate a seamless and cohesive experience for gamers.

UI Designer II : Razorfish - Atlanta, GA (January 2012 - June 2013)

• Visual designer providing optimization solutions for the Delta Airlines digital and experiential ecosystem.
• Worked congruently with engineering, and marketing team as a cross-functional individual contributor.
• Produced visual design, illustration, and user experience insights during exploration and ideation.
• Defined brand aesthetics and comprehensive design guidelines tailored to meet client needs.
• Instrumental in workshops and pitch projects which contributed to potential client retention.

DESIGN SKILLS

Mockups
User Flows
Storytelling
Design Systems
Interactive Design
Responsive Design
Creative Leadership
Concept Generation
User Interface Design
Ideation & Exploration
User Experience Strategy
Spatial Computing Design
Presentation Design
Persona Mapping

UX SKILLS

Workshops
User Testing
Usability Testing
Content Strategy
Journey Mapping
Digital Prototyping
WCAG Compliance
Responsive Design
Qualitative Analysis
Creative Leadership
Competitive Analysis
Quantitative Analysis
User Experience Design

RESEARCH SKILLS

Surveys
A/B Testing
Card Sorting
Field Studies
Diary Studies
SWOT Analysis
Prototype Testing
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis
Persona Development
Ethnographic Research
Accessibility Evaluation

PLANNING SKILLS

Six Sigma
Design Sprints
Design Strategy
Strategic Planning
Resource Planning
Scope Development
Product Optimization
Roadmap Development
User Experience Strategy
Product Life Cycle Improvement

APPLICATIONS

Jira
Miro
Excel
Unity
Mural
Axure
Figma
Canva
Unreal
Sketch
Invision
Workday
Balsalmiq
Adobe CS
Powerpoint

AWARDS & ACCOLADES

Oracle Social 2010 (Leadership Award)
Peace Corps 2013 (Recreation Volunteer)
Blue Acorn 2016 (Blue Badger Award)
Sparc 2016 (Best In Town Award)
Sparc 2016 (The Muse Award)
Magento Imagine 2016 (Site Of The Year)
Startup Weekend 2017 & 2018 (1st Pl)
DeVry Software National Advisory Committee (Member)