

PRODUCT DESIGNER & DIGITAL CREATIVE

WADE CARROLL

CURRICULUM VITAE

Dual citizen (US/CA) currently residing in US - available for work in both.

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Summary

Strategic Product Designer with 10+ years in SaaS and digital design, helping brands scale and reimagine their digital experiences. I turn complex challenges into intuitive, elegant solutions, driven by curiosity and a deep understanding of user psychology. I leverage current AI practices to maximize output while maintaining quality through a senior designer lens.

Core Competencies & Skills

UX Strategy • Product Design • UI Design • Data Analysis & Driven Design • Graphic Design • Design Systems • User Research • Wireframing • Accessibility • Prototyping • Usability Testing • Cross-Functional Collaboration • Agile/Release Cycles • SaaS

EXPERIENCE

THOUGHTEXCHANGE

OCT 2016 - FEB 2026

SaaS Survey Software Company
(Remote) SPOKANE, WA/VANCOUVER, BC CANADA

UX/UI Product Designer

Established a product design function, owned the end-to-end UX process across agile sprints, prototyped and led usability testing, both internal and customer facing. Supported engineering during build phases validating UI quality and implementation.

- Built and scaled a product design function within a previously non-existent team, partnering cross-functionally with Product Managers and Engineering, improving delivery efficiency and handoff friction.
- Owned the end-to-end UX lifecycle across agile sprints and multiple release cycles, including discovery, ideation, prototyping, testing, and delivery, which increased adoption and reduced user friction.
- Partnered closely with PMs to translate strategy into user flows, journey maps, wireframes, and high-fidelity interactive prototypes reducing development rework.
- Led usability testing (internal + customer-facing), analyzed qualitative insights, and translated findings into iterative design improvements.
- Standardized design system components and delivered dev-ready handoff documentation, cutting UI inconsistencies and accelerating implementation.
- Designed early-stage AI feature experience over 2 years, increasing our AI-driven engagement.
- Collaborated through QA and build phases (supporting engineering, validating UI quality, usability and feature functionality), reducing post-release UI defects and improving accessibility.

Focus: Strategic leadership, design systems, cross-functional ownership, product impact.

TRIBE MGMT (formerly BAZINGA! TECHNOLOGIES)

SEPT 2015 - SEPT 2016

PropTech Software SaaS Startup
(Hybrid) VANCOUVER, BC CANADA

Lead Digital Marketing Designer

Lead all GTM digital design— launching data-driven campaigns across landing pages and digital ads. Continuously improved web and blog UX, optimized app download funnels (including in-app eBooks and user guides), and refined UI touch points to keep brand consistency end to end.

- Led brand and GTM design (both digital and print) for a high-growth proptech startup, increasing the brand recognition and lifting inbound demo requests.
- Partnered with Product Marketing to execute data-driven campaigns, improving conversion rates by leveraging analytics and A/B testing to optimize email flows, landing pages, and digital advertising .
- Designed and iterated web experiences, blog UX, app download funnels, and customer-facing materials to improve acquisition and onboarding such as e-books and user guides integrated for in-app downloads.
- Collaborated with Product to unify marketing and product experiences, strengthening in-app UI touchpoints, ensuring UI and brand consistency and cohesiveness end-to-end.

Focus: Leadership of GTM design, in-app and all digital initiatives; product-adjacent UX work; cross-functional collaboration.



Senior Designer & Marketing Creative

Led UI/UX across web and product interfaces, including rebranding efforts and UX-focused product landing pages. Partnered closely with Product and Marketing to ensure design strategy aligned with business goals.

- Led UI/UX web design and product interface design initiatives across a portfolio of 25+ software products and applications, driving cohesive user experience and visual consistency at scale.
- Directed rebranding and UX-driven redesigns of products and product landing pages, leveraging data insights to improve engagement and conversion.
- Aligned design strategy with Product, Engineering, and Marketing, accelerating release timelines with business objectives.
- Managed design operations across Vancouver and China teams, streamlining workflows, timelines and stakeholder communications, reducing project delays and ensuring high-quality, on-time delivery.

Focus: Cross-functional collaboration; data-driven UX; portfolio-level design impact.



ADDITIONAL RELEVANT EXPERIENCE

PRIMITIV CREATIVE

Personal Side Business
GLOBAL

Owner | Principal Creative & Designer

CHESTER + COMPANY

Advertising Agency
HALIFAX, NS

*Lead Interactive Designer
Junior Interactive Designer*

HATCH ANIMATION

Post Animation Agency
HALIFAX, NS

Junior Interactive Motion Graphics Designer



EDUCATION & SOFTWARE / APPLICATIONS

NOVA SCOTIA COLLEGE OF ART & DESIGN (NSCAD)

Bachelor of Design

Major in Interdisciplinary Design, minor in Digital Media. Focus on graphic and digital design - visual communication.

NIELSON NORMAN GROUP

UX Certification

Currently attending user experience, ongoing courses for personal development.

FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)

Independent Studies

1 year term studying the foundation design program - graphics, apparel and textile designs.

SOFTWARE/APPLICATIONS

Figma, Sketch, InVision, Jira, Monday, Axosoft, Maze, Wordpress

Adobe Creative Suite (CC)

Illustrator, Photoshop, InDesign, Dreamweaver, XD

Others

Fluent in Mac operating system and all applications; Microsoft & Google Suites

Knowledgeable languages

HTML, PHP, CSS

