

Carli Dottore

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Brooklyn, NY

Education

Kent State University
Graduated with a Bachelor of
Fine Arts degree in Visual
Communication Design

Design Experience

Product Design (UX/UI)
Interaction Design
Interface Design
Visual Design
Branding
Art Direction
Marketing Campaigns

Betterment Product Designer
New York 2018–2021

Product Designer with a focus in Growth, Customer Engagement, and Web Experience. Projects included solving problems for our investing app (native and web-app based), and our marketing site (desktop and mobile-web based).

Areas of impact include:

- Increased conversion of new funded customers 14% by solving email verification constraints on native.
- Increased sign-ups 21% by introducing an interactive quiz on our homepage. The quiz is now the 2nd most trafficked page.

Fuzz Productions Senior Designer
Brooklyn 2017–2018

Concepted, wireframed, and designed fully responsive websites and other digital experiences. Worked closely with PMs, strategists, creative directors, engineers, and other designers to create compelling digital products for clients such as Anheuser-Busch InBev, Tishman Speyer, and Papa Murphy's.

Trunk Club Senior Visual Designer
Chicago 2014–2016

Design Lead of company rebrand. Designed and oversaw build-out of new brand guidelines for print, digital, and native. Lead brand positioning for the induction of Trunk Club Women. Proposed campaigns and executed a myriad of print and digital marketing projects. Hired designers and helped manage contractors.

VSA Partners Senior Designer, 2013–2014, Chicago

Nelson Cash Senior Designer, 2012–2013, Chicago

Obama for America Senior Designer, 2011–2012, Chicago

Angelini Design Designer, 2010, Rome, Italy

Hatch Show Print Letterpress Apprentice, 2010, Nashville

Twist Creative Junior Designer, 2008–2009, Cleveland