

Carol Bales

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USER EXPERIENCE DESIGN STRATEGIST

My career is dedicated to designing technology interfaces that solve human problems. Whether it is Web or Mobile, AR or Embedded, or <insert new technology>, human-centered design methods help us understand what people need, then design, prototype and test technology interfaces for a delightful (and profitable) user experience.

EXPERIENCE

Principal, UX Strategist, Silver Spring Interactive 2012 – present

Help clients design their digital interfaces to improve the customer experience.

- Helping this startup focus product design on customer need and good usability. (Exception-ALLY)
- Provided high level concepts to transform a dot com into a relationship-builder by focusing on customer need and improved calls-to action. (Aprio.com)
- Interaction design to streamline a legacy call-center application through improved usability. (Delta Airlines)
- Interaction design, prototyping, and usability testing of an innovative tool to help families choose a senior community. (StellarX and Brookdale Senior Living)
- Performed interaction design to increase engagement with radio listeners via a mobile app. (Clickmore Media and Cox Enterprises)
- Performed interaction design for Web account management, and improved usability of in-game HUD for an MMOG. (Cartoon Network)

Instructor, UXD and HCI 2009 – present

- Part-time instructor, Georgia State University Department of Computer Science. Courses: Human-Computer Interaction (2018)
- Instructor, Art Institute of Atlanta. Courses: Information Architecture, Usability, Non-linear Narrative, Mobile Application Design (2009 – 2014)

User Experience Professional 1998- 2012

As a UX Designer, I created wireframes and flows, performed research and usability testing, strategic product design, high-level concepts, requirements, team leadership and facilitation. Clients: Incomm, Fiserv, IHG, IBM, Cartoon Network, Coke.net, Georgia.gov, and more.

EDUCATION

Georgia Institute of Technology, Atlanta
Master of Computer Science, Concentration in Human Computer Interaction

University of Tennessee, Knoxville
Bachelor of Fine Arts, Painting

PUBLICATIONS

“Managing Information in a Creative Environment,” Carol Bales, Ellen Yi-Luen Do, ACM Creativity and Cognition, 2009