

# Carolyn McGuire

## SENIOR PRODUCT DESIGNER | PRODUCT STRATEGY | UX RESEARCH

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Senior product designer and strategist with 10 years of experience translating complex workflows into intuitive B2B SaaS, AI, fintech, and enterprise products. Combines customer discovery, behavioral analysis, product strategy, and hands-on UX/UI design to define opportunities, validate concepts, and guide cross-functional teams from research through launch. Recent work spans AI-assisted insurance review, real-estate prospecting, and onboarding activation.

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### Software

Figma  
Claude Code  
Lovable  
Cusror  
Sketch  
Miro  
VoiceFlow  
Make  
Zapier  
ChatGPT  
Notion

### Expertise

Product Design · UX  
Research · Product  
Strategy · Customer  
Discovery · Journey  
Mapping · Information  
Architecture ·  
Interaction Design ·  
Prototyping · Usability  
Testing · Design  
Systems · Behavioral &  
Funnel Analysis ·  
Onboarding  
Optimization ·  
Conversational AI · B2B  
SaaS · Cross-functional  
Collaboration · GTM &  
Product Messaging

### Education

UX Certification  
DESIGNATION LABS  
2016, Atlanta, GA  
  
B.A. Anthropology  
Georgia State University  
2014, Atlanta, GA

### Experience

#### Independent Product & Growth Strategy Consultant

Self-employed, Nov 2020-Present

- Harvest AI | Founder & Product Strategist: Founded and designed an AI-powered real estate prospecting platform, translating complex geographic farming workflows into a conversational experience. Led customer discovery, workflow mapping, product strategy, prototyping, and go-to-market positioning.
- SeekInvest | Fractional Design Leader: Shaped product strategy and roadmap for a financial advisory platform focused on values- and behavior-informed investing. Partnered with leadership, marketing, and engineering to translate customer research into product requirements and design priorities.
- Shift Alarm | UX Research & Product Strategy: Analyzed onboarding funnels, behavioral events, and 65+ session recordings to identify activation barriers. Developed recommendations for onboarding, subscription conversion, and product messaging.
- Enterprise SaaS & Cybersecurity: Designed data-intensive workflows for logistics and predictive analytics products, including driver behavior insights, identity verification, and fraud prevention.
- B2B SaaS Growth & Content Strategy: Developed educational content and AI-search strategies connecting customer needs, product positioning, and organic discoverability.

#### Lead Product Designer

Bottega8, May 2025-October 2025 Remote.

- Led end-to-end UX/UI design for an AI-assisted commercial insurance policy review product, from user journeys and information architecture to interactive prototypes and visual systems.
- Translated insights from 25+ subject-matter-expert interviews into workflows for multi-document review, policy comparison, and surfacing coverage gaps.
- Partnered with product and engineering on an eight-week MVP, designing reusable Figma components and data-intensive interfaces.

#### Senior Product Designer

ParkMobile, June 2021-May 2022, Remote.

- Redesigned an enterprise portal for parking operations and pricing management; conducted customer research and usability testing to inform product improvements.
- Collaborated with engineering and compliance partners on accessibility improvements aligned with WCAG.

## Experience

### Senior UX Designer II

Truist, May 2020-Present, Atlanta

- Designed secure payments and transfers for business-banking mobile experiences; worked with product, engineering, and compliance on feature requirements and priorities.
- Contributed to post-merger strategy for integrating SunTrust and BB&T business-banking experiences.

### Senior UX Designer

Honeywell, April 2019-May 2020, Atlanta

- Designed low-code data connector workflows enabling developers to connect external sources to dashboards; partnered with engineers and customer-facing stakeholders on technical setup and usability.

### UX Architect

Dragon Army, February 2017-June 2019, Atlanta

- Designed streaming and e-commerce experiences for Turner Sports and Honey Baked Ham, including checkout and transaction flows.

### UX Researcher

Field UX, October 2016-February 2017, Atlanta

- Supported research with healthcare professionals for a mobile dementia-care application.