Caroline Maxwell

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Summary

Product designer with 11+ years of experience, skilled in effective design communication with engineers and stakeholders. Focused on the problems to solve and driven to succeed for the user no matter the obstacle. Natural leader and advocate for both designers and their work.

Skills

➔ End-to-end UX/UI design and strategy for digital products
➔ Prototyping user experiences and micro-animations
➔ Partnering with engineering to deliver the best possible solutions

Experience

August 2022 - Present | Starbucks, Seattle, WA
Lead Product Designer
Making it easier to lead a team of baristas in the stores with a new flagship iPadOS product. Documenting cross-platform digital product design guidance, introducing and creating design tokens, and advocating for a centralized design system foundation.

April 2021 - July 2022 | Google, Remote
Senior UI/UX Designer
Directed design for an interactive demo for Renault x Google Cloud. Designed an interactive conferencing tool used at Google Cloud Next '21.

September 2018 - April 2021 | Superformula, Remote
Principal Designer
Delivered replatformed MGM Resorts native apps with mobile check-in and a room keycard encoder app to support contactless resort reopening.

April 2018 - September 2018 | Thrive Market, Remote
Senior Product Designer
Delivered feature enhancements to both the native apps and web. Conducted usability studies to evaluate both current and proposed retail product discovery and navigation.

January 2017 - April 2018 | Starbucks, Seattle, WA
Product Design Manager
Led design team in creation of the first Global Digital Product Design language for Starbucks. Introduced the UI kit to international market teams and worked remotely with their engineering teams to deliver the Starbucks digital product standard around the world.

January 2014 - January 2017 | Starbucks, Seattle, WA
Senior Product Designer

Deliver Starbucks digital gifting, Material redesign and first mobile ordering on Android.
Delivered continued enhancements for the mobile ordering feature across iOS and Android.

Education

February 2024 | Interaction Design Foundation
Design Systems: How to Craft Successful Components

2012 - 2014 | Seattle Central Creative Academy, Seattle, WA
Associate of Arts, Graphic Design

2005 - 2009 | University of Oregon, Eugene, OR
Bachelor of Arts, Cultural Geography

Awards

2009 | University of Oregon
Bill Loy Award for Geographic Visualization and Cartographic Excellence

Publications

November 2020 | Superformula Blog
Designing for Flutter
https://www.superformula.com/articles/designing-for-flutter/

March 2021 | Zeplin Blog
Figma and Zeplin: Superformula's winning design-to-development process
https://blog.zeplin.io/figma-and-zeplin-superformulas-winning-design-to-development-process-c14abaae4816/