

Caroline Maxwell

carolinemax@gmail.com

carolinemaxwell.design

Summary

Product designer with 12+ 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

January 2026 - Present | Starbucks, Seattle, WA

UX Design Manager

Leading the team of product designers defining the next delightful Starbucks customer app experiences. Partnering with product and engineering on release strategy and increasing cross-team collaboration. Improving design team communication with leadership.

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/>