

Carley Simone Perry

SENIOR PRODUCT DESIGNER

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SUMMARY

Senior Product Designer with a decade of design experience across product, marketing, brand, and visual design, creating work that drives engagement, adoption, and business value. Shaped AI product direction at TSIA, including its first AI features. Certified in accessibility (CPACC). Skilled in UX design and research, AI product design, design systems, accessibility, prototyping, and cross-functional collaboration. Two-time award recipient for design excellence and cross-functional impact.

SKILLS

UX Strategy, Design, and Research: Lean UX, AI Product Design, B2B SaaS, Design Strategy, Information Architecture, User Interviews, Usability Testing, Continuous Discovery, Journey Mapping, Design Thinking, Wireframing, Prototyping, Interaction Design, Visual Design, Responsive Design, Design Systems, Stakeholder Management, Front-End Collaboration

Accessibility: WCAG, Accessibility Audits, Inclusive Design

Tools: Figma, Webflow, Builder.io, Photoshop, Illustrator, Dovetail, Lovable, ChatGPT, Claude, HTML/CSS

EXPERIENCE

TSIA (Technology & Services Industry Association)

Senior Product Designer and Researcher September 2024 - May 2026

Owned all dimensions of design, from research and information architecture through wireframes, visual design, and front-end collaboration, for TSIA's SaaS platform, including its first AI product, AI Inquiry. Partnered with product, engineering, and marketing to shape AI-powered experiences and improve the member portal.

- Defined conversational AI interaction patterns including input flows, response evaluation, and feedback loops
- Drove product impact including +69% active users (2,641 to 4,458) and doubled weekly paid-user engagement, including a 2x increase in weekly feature usage (95 to 224 questions)
- Led continuous discovery through user interviews, rapid validation, and iterative prototyping to surface usability gaps and reduce design risk across the member portal
- Designed product marketing assets for AI Inquiry email nurture campaigns that directly contributed to the usage growth above

Senior UI/UX Designer, Marketing February 2024 - September 2024

Led UI/UX for tsia.com during a company-wide rebrand, translating new brand direction into website experiences using Webflow, Builder.io, HTML, and CSS.

- Influenced the direction of tsia.com 2.0 by designing alternatives that pushed past the requested approach, shaping the visual language that shipped
- Delivered the Research Journeys microsite on time, maintaining quality and stakeholder alignment through shifting priorities
- Earned the Rising Star in Design Excellence Award for design leadership and cross-functional collaboration on the tsia.com relaunch

UI/UX Designer, Marketing May 2022 - February 2024

Led web design projects across tsia.com from planning through launch, collaborating with developers and marketers to improve usability, consistency, and delivery speed.

- Led 35+ web and microsite projects from discovery through launch, modernizing UX patterns across tsia.com
- Built and launched multiple Builder.io microsites, partnering with developers on custom functionality
- Awarded Star Partner for collaboration and delivery on key marketing initiatives

Liquid Web

Digital Designer, Marketing January 2022 - May 2022

Led creative efforts for Liquidweb.com in the marketing department to develop on-brand creative solutions for a variety of uses: websites, email templates, social media graphics, brand campaigns, content marketing assets, short-form videos, and display advertising. Refreshed online branding across various media platforms.

- Created wireframes and responsive design layouts in Adobe XD with a focus on UX and web accessibility standards
- Worked closely with other internal design teams to create and maintain brand design systems and standards, improving consistency between marketing and product

Marketing Web and Content Specialist April 2021 - January 2022

Designed UX and digital assets, managed updates, and requests for Liquidweb.com and associated digital properties with a focus on driving inbound organic leads and conversion. Implemented content adjustments of new and existing pages on Liquidweb.com.

- Designed digital media assets for web, social, and other marketing materials
- Created wireframes and design layouts of web pages with a focus on UX and SEO

Tamman

Designer (Contract) January 2021 - April 2021

Produced custom vector illustrations and directed conceptual development for the Tamman brand.

Team Success Coordinator December 2019 - January 2021

Designed accessibility-focused content for web and social, and directed storyboard transitions for custom videos.

Self-Employed

Freelance Digital Designer 2015 - 2022

Delivered independent design projects alongside full-time roles, spanning brand identity, illustration, and HTML/CSS web builds for a range of clients.

University of the Arts

Administrative & Student Services Roles 2014 - 2019

EDUCATION

Bachelor of Fine Arts, Illustration - University of the Arts, 2015

Web Design Certificate - University of the Arts, 2019

COURSES

Project Management for Creatives - University of the Arts, 2018

UX Design On-Demand - General Assembly, 2023

Lean UX and Agile - NNGroup, 2024

CERTIFICATIONS

Certified Professional in Accessibility (CPACC) - IAAP, October 2020 - October 2026