



Carey Tedesco

CREATIVE DIRECTOR + UX/UI DESIGNER

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SUMMARY

Creative Director and UX/UI Designer with 20+ years in web design, branding, identity and user-centered design. I lead projects from concept to launch, collaborating with teams to create impactful solutions. Career highlights include launching my career at Priceline, designing for Regis, Wiley, AO NA, Veeder-Root, United Healthcare at Rebellion Group, and designing for Friendster, Criterion and a private start-up who works with FedEx.

SKILLS

UI Design	UX Design	Figma	Ai Illustrator	MailChimp	Trello
Visual Design	UX Research	Sketch	Ps Photoshop	Canva	Miro
Websites	Digital Marketing	WordPress	Id InDesign	Google Suite	Asana
		Wix	Acrobat	MS Office	Slack

WORK EXPERIENCE

CREATIVE DIRECTOR + UX/UI DESIGNER / **ct designlab** Shelton CT 01/2023 - Present

- Freelance Creative Director for Forge Marketing Group, located in Lexington KY (08/2024 - Present)
- Designing responsive websites and mobile interfaces, ensuring seamless user journeys
- Creating visual identities, scalable design systems, and branding to boost client recognition and market positioning
- Conducting UX research to refine designs, align with user needs, and present strategies that drive project success

DESIGN MANAGER / **Rebellion Group** Cheshire CT 06/2021 - 01/2023

- Led the design of user-centered websites, from ideation and wireframes to UI design, prototyping, developer hand-offs, and quality assurance testing
- Provided and presented UI research, UI audits, designs, concepts, and research to internal teams and clients
- Led wireframing sessions, team meetings, and workshops, mentoring designers from junior to senior levels
- Created WordPress themed sites and digital marketing ads, enhancing online presence and engagement
- Conducted extensive brand and design research to inform project direction and outcomes

SENIOR VISUAL DESIGNER / **ct designlab** Shelton CT 12/2000 - 06/2021

- Designed websites, logos, brand guides, info-graphics, marketing materials, presentations, ads, and packaging
- Developed creative solutions for complex visual challenges, aligning with client branding and marketing goals

CREATIVE DIRECTOR + CO-FOUNDER / **HandHold Adaptive** New York NY 08/2009 - 09/2017

- Co-founded the special needs app, iPrompts, pioneering its design and development
- Designed and implemented websites, visual identity, and branding for iPrompts and HandHold Adaptive
- Oversaw the creative direction of all projects, ensuring cohesive and impactful visual communications

EDUCATION

B.S. in Visual Arts
SUNY New Paltz

CERTIFICATIONS

- **General Assembly UX Design**
- **Google UX Design**

PERSONALITY

Empathetic, collaborative, curious, creative, accountable, optimistic, kind, humorous