



Carey Tedesco

CREATIVE DIRECTOR + UX/UI DESIGNER

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SUMMARY

Creative Director + UX/UI Designer with 20+ years of experience creating custom websites, visual identities, and branding. Proficient in Figma, Adobe Creative Suite, WordPress, and many other design tools. Skilled at leading complex projects and enhancing client market positioning through innovative, user-focused solutions.

SKILLS

UI Design	UX Design	Figma	Illustrator	MailChimp	Trello
Visual Design	UX Research	Sketch	Photoshop	Canva	Miro
Websites	Digital Marketing	WordPress	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
- Collaborate with cross-functional teams to design custom websites, ensuring seamless user experiences
- Develop visual identities and branding elements, enhancing client recognition and market positioning
- Present design strategies to clients, aligning with their goals and driving project success

DESIGN MANAGER / **Rebel Interactive** 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, infographics, 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