

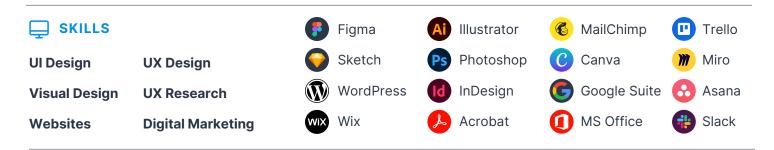
Carey Tedesco

CREATIVE DIRECTOR + UX/UI DESIGNER

- portfolio: ctdesignlab.com
- ĬM linkedin/in/careytedesco
- 1 carey@ctdesignlab.com
- B (203) 216.4625

SUMMARY **(Q**)

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.



P WORK EXPERIENCE

CREATIVE DIRECTOR + UX/UI DESIGNER / ct designlab Shelton CT

- 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

- 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

- 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

- 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

EQ CERTIFICATIONS

Google UX Design

B.S. in Visual Arts SUNY New Paltz

General Assembly UX Design Empathetic, collaborative, curious, creative accountable, optimistic, kind, humorous

PERSONALITY

06/2021 - 01/2023

01/2023 - Present

08/2009 - 09/2017

12/2000 - 06/2021