

BRIDGET CAROLAN

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WORK EXPERIENCE

CHUBB – Philadelphia, PA

June 2022 – Present

User Experience Designer Associate

- Enhance and design desktop, mobile, and tablet experiences for both clients and internal employees across Chubb Global Digital, while ensuring adherence to Chubb's UX/CX branding guidelines and accessibility standards
- Conduct over 10 user research sessions, interviews, and usability tests, then analyze feedback to identify needs, address pain points, and enhance designs
- Collaborate with designers, business stakeholders, developers, and users to ensure successful product implementation that delivers an optimal digital experience and aligns with business goals
- Monitor and evaluate user interactions and design performance using analytics tools like Fullstory, providing stakeholders with data-driven insights and actionable recommendations for enhancement
- Ensure a seamless and efficient user experience for high-net-worth individuals by minimizing pain points and optimizing navigation within their insurance portal and mobile app, enabling them to quickly find what they need
- Lead the UX process for a comprehensive end-to-end project that saved Chubb \$40 million annually while maintaining a seamless online payment experience for clients

CHUBB – Philadelphia, PA

June 2021 – August 2021

UX/CX Analytics Intern

- Designed website and app experiences for both clients and internal employees at Chubb, aiming to improve customer service and provide an exceptional user experience
- Collaborated with cross-functional teams to design wireframes and prototypes using Figma, Sketch, and InVision
- Conducted several usability tests, analyzed the results, and updated the design based on findings to ensure user needs were effectively addressed
- Presented my work to multiple leadership teams across Chubb and collaborated with various departments to gain a well-rounded understanding of the business

Studio 7—The Salon and Spa – Baltimore, MD

January 2021 – March 2021

Marketing Intern

- Recommended website enhancements and a social media promotion calendar to boost visibility
- Facilitated local business partnerships to expand the network and strengthen community ties

EDUCATION

Loyola University Maryland - Baltimore, MD

May 2022

Bachelor of Business Administration Marketing and Information Systems

- Cumulative GPA: 3.80 (summa cum laude)

Disney Study Tour Participant – Orlando, FL

Spring 2020

- Study Customer Experience Management in a 3-credit course and experiential learning at Walt Disney World

LEADERSHIP

Loyola University Maryland Relay for Life – Baltimore, MD

September 2018 – May 2022

Fundraiser Executive Member

- Fundraised for the Relay for Life event and set up fundraising events, while also managing a subcommittee
- Led a team of 30 people and helped to raise \$5,055 as a team in 2 months

SKILLS

- **Technical skills:** Structured Query Language; Oracle 19C; SAS Enterprise Miner Workshop; Prototyping; Usability testing; Wireframing; Visual design; Adhering to branding and style guidelines; Maintaining consistency throughout design projects; Research and Analysis; Information hierarchy
- **Soft skills:** Storytelling; Stakeholder collaboration; Cross-functional Teamwork; Problem-Solving; Time Management

TOOLS

- Mac/PC; Microsoft Office; Figma/Figjam; Sketch; Mural; Userzoom; Fullstory

CERTIFICATES/AWARDS

- PRS Credit Card Reduction Fee Project Team - Team Impact Award, Chubb 2025
- Q1 Employee Spotlight Award, Chubb 2023
- Nielsen Norman Group User Experience Certificate
- Fullstory Fundamentals Certification
- SAS Business Intelligence Certificate
- SQL Badge