

Carli Miller

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Product designer, inclusive design leader, and grant writer with 10 years of professional experience helping design partners consider human interactions with complex systems, software, services, and each other by shaping vision projects, crafting story narratives, and creating the future state of product experiences, creative processes, and spaces. Expertise in experience design, enterprise-level design systems, and dynamic user interfaces with deep experience in cross-functional collaboration, research, and creative community development.

Skills

Product Design, Design Systems, User Experience Design (UX), User Interface Design (UI), Figma Design Libraries, Design Ops, Prototyping, Accessible Design, Usability, Creative Conception, Experience Design (XD), Visual Design, Agile Methodologies, Research-Driven Design, Hands-On Design, Responsive Web Design, Complex Environments, Community Building

Tools

Figma, FigJam, Sketch, InVision, Jira, Confluence, Adobe Creative Suite, Google Workspace, iWork Suite, Slack, Teams, Zoom, Box, Dropbox, Miro, and Post-Its

Education

Certificate in Grant Writing
Austin Community College, 2022

Certificate in Human-Centered Design
IDEO, 2017

Certificate in User-Experience Design
General Assembly, 2015

BFA in Advertising Design
SCAD - Savannah College of Art & Design, 2011

Social Practice

Grant Writer & Researcher 2022 - present

Provide support and a nuanced perspective in cultivating resources for artists and art-based projects to fund work by offering an insightful approach through research, generative questions and storytelling.

Recent Secured Funding: Austin Film Society Grant, "I Need Space Documentary", \$15,000 June 2023.

Urban Roots Farm — Austin, TX
Community Ambassador 2021 - present

Foster connection and support mission to inspire, engage, and nourish neighbors through community resource equity; growing food in service to others, promoting civic partnerships and facilitating program feedback sessions.

Work Experience

Razorfish — (part of Publicis Groupe), Austin, TX
Senior Product Designer, Citi Retail Services Oct 2022 - May 2023

Drove design innovation on a cross-functional team dedicated to empowering Citi Retail Services' partners with the latest and most effective retail and payment strategies by continually advocating for the user and championing industry-leading, inclusive, and user-centered design practices to deliver value and inspire innovative products, services, and systems that remove obstacles— creating better, tangible paths for consumers' and aspirant retail card holders day-to-day needs.

Led the creation of a new enterprise-level Figma design system for 18 financial services products utilizing atomic design, design tokens and human-centered design thinking methodologies. Managed the migration efforts for over 460 modules and trained multi-disciplinary teams on Figma best practices, reviewing designers' work, and co-developing creative team processes and resources.

Provided creative oversight and influenced user-centric design decisions on mid-to-large-sized projects for one of the largest financial organizations in the world, aiming to design and enhance the user interface and experience, enabling consumer and commercial customers to apply for and manage their credit card accounts online for more than 35 partners and over 90M card holder accounts.

Synthesized complex business requirements into actionable strategies and impactful experiences through research, creative exploration and experimentation while also navigating ambiguity, technical constraints and limitations. Led several iterations of major customer journeys from discovery to market such as managing partner card accounts, bill pay and becoming a digital credit card customer.

Product Designer, Citi Retail Services Oct 2017 - Oct 2022

Built scalable, accessible, human-centered design solutions in an efficient and systematic way within interdisciplinary collaboration across multiple tracks of work and a test and learn approach, using diverse tools such as sketches, journey maps, experimental interactive prototypes, and high-fidelity mockups and specs to convey design ideas and direction, and deliver expertly crafted products and services.

Collaborated with product and engineering leads, influenced and evolved design language and delivered documentation to shape Citi's next generation mobile acquisitions and servicing platform, leveraging a conversational UI. Successfully launched within 6 months of vision, resulting in a 9% increase in online account creation, customer conversion by +9.0% and paperless election by +11.0%— prompting the migration of all consumer partners to the new experience and informing best-practices across all business lines.

Served as Egalité Co-Chair and Board Member, part of the resource group dedicated to LGBTQAI+ advocacy, education, and programming. Produced the 2020 Virtual Global Trans Awareness Week, running 22 events across 32 countries, with a focus on centering trans talent and facilitators.

BFG Communications — Hilton Head, SC
Visual & Interactive Designer May 2011- Dec 2014

Led the design of high-traffic web experiences, resulting in winning new business on multi-million-dollar accounts with clients such as Campari North America, LG, Snyder's-Lance, and South Carolina Parks & Tourism.

Contributed to core creative projects and effectively integrated innovative, interactive campaigns as part of a full-service digital and traditional agency; collaborated with project managers and leadership to build client relationships, gaining proficiency in regulated industries and deep knowledge of end-to-end product development process.

Freelance Designer 2015 - present

Most recently, developed and designed artifacts to communicate complex collaboration models between service design fellows and government agencies. Created tools for facilitation and instructional design to connect innovators and philanthropic venture funding.

Latest collaborators: Community by Design x Schmidt Futures, Presidential Innovation Fellows and the United States General Services Administration.