

Calvana Carper

Cle Elum, WA | [LinkedIn](#) | [Portfolio](#) | 509-560-0285 | calvanalcarper@gmail.com

EDUCATION

Bethel College - Bethel School of Technology

UX/UI Design

Northwest Wine Academy

Marketing and Sales of Food & Wine

Central Washington University

Associates of Arts- Business Administration

Redding, CA

December 2022

Seattle, WA

May 2009

Ellensburg, WA

June 2008

TECHNICAL EXPERIENCE

Calvana Design Studio | Fidelity Appraisal Services LLC

Designer/ Researcher

Cle Elum, WA

April 2023- May 2023

- Demonstrated expertise in Figma and Adobe Creative Cloud resulting in the successful creation of user-centered design solutions that consistently meet or exceed project goals
- Successfully revamped website flows and navigation menus, resulting in significant 25% decrease in misdirected customer service queries and a substantial boost in traffic to previously overlooked pages
- Redesigned the company's webpage and lead generations forms utilizing existing site components resulting in an impressive 35% reduction in bounce back rate and remarkable 21% increase in leads
- Employed programming and HTML/CSS proficiency successfully bridging design and development efforts resulting in the creation of seamless and responsive user interfaces that elevated user satisfaction by 20%
- Applied motion design and animation skills leading to a measurable 30% upsurge of user engagement and retention, achieved through the interaction of captivating and dynamic visual experiences

Calvana Design Studio | Post & Co.

Designer/ Researcher

Cle Elum, WA

November 2022- December 2022

- Conducted in-depth interviews with 22 mothers in the postpartum phase to identify their key pain points and challenges, resulting in a comprehensive understanding of their needs and preferences for the app
- Developed and deployed user surveys to gather feedback from over 100 users, producing comprehensive reports that influenced the prioritization of design improvements and led to a 30% increase in product usability.
- Led the design process by crating 50 iOS screen wireframes, strategically informed by user research findings, to ensure a user centric and intuitive app experience
- Implemented data analysis techniques to identify key pain points in the app's interface, resulting in a 11% improvement in overall usability
- Produced a compelling case study presentation to effectively communicate the final product's features and benefits, effectively engaging and influencing stakeholders

Calvana Design Studio | Sound Transit re(Brand)

Designer/ Researcher

Cle Elum, WA

October 2022 - November 2022

- Led the research and design efforts to create an impactful mobile app focused on enhancing safety and convenience for the public transportation riders
- Conducted extensive user research through-well-designed surveys and user interviews, gatherings valuable insights to inform the UI design process
- Designed and developed 60 iOS screen wireframes, incorporating key findings from user research to ensure a seamless user experience
- Reduced instances of missed stops and confusion by 25% through the integration of clear audio announcements and mobile notifications
- Developed and executed user research studies to identify key pain points in personal security, resulting in a 30% increase in user perception of safety

Calvana Design Studio | Budget Bear

Designer/ Researcher

Cle Elum, WA

September 2022- October 2022

- Enhanced user experience by implementing interactive features that increase parent engagement in tracking their children's spending, resulting in a 30% improvement in parent-child communication and collaboration around finances
- Increased children's understanding of financial concepts, such as budgeting, saving, and goal-setting, by 15% through the inclusion of interactive tutorials and gamification
- Crafted visually appealing and informative presentation materials that successfully showcased the app's features and benefits to stakeholders, contributing to a 25% increase in client satisfaction

OTHER EXPERIENCE

Evergreen Home Loans

Cle Elum, WA

NW Regional Marketing Specialist

April 2020- October 2022

- Oversaw and managed creation of custom marketing campaigns on behalf of 3 branches in 2 states, averaging 125 projects from intake to on-time completion yearly of a \$200 million revenue company
- Achieved 41% growth in engagement metrics (likes, comments, shares) on Facebook and Instagram pages through targeted content and community management.
- Effectively communicated post-campaign recommendations to leadership at all levels, resulting in 8 changes based on key performance indicators.
- Successfully launched and activated 24 brand and product marketing campaigns within the allocated budget and established timelines.
- Increased awareness among the millennials audiences by 29% through the implementation of targeted segmentation strategies

Caliber Home Loans

Ellensburg, WA

District Marketing Coordinator

January 2018-February 2020

- Researched and analyzed 19 industry trends, translating insights into innovative campaign opportunities that drove a 25% increase in customer engagement and a 15% boost in conversion rates
- Developed and executed 31 successful social media campaigns that resulted in increased brand awareness and customer acquisition
- Identified and implemented a new communication tool that streamlined collaboration among internal stakeholders, resulting in a 20% decrease in meeting times
- Implemented 11 process improvements to increase efficiency and consistency within work processes, resulting in measurable time or cost savings

Evergreen Home Loans

Ellensburg, WA

Branch Marketing Assistant

January 2018-February 2020

- Collaborated with cross functional teams to develop and execute integrated campaigns, resulting in 20% increase in brand awareness among target consumers
- Increased website traffic originating from social media platforms by 52% through the implementation of effective social media content and promotional strategies
- Conducted post-campaign readouts with leadership at all levels, effectively communicating campaign results and making recommendations based on key performance indicators, resulting in a 15% increase in overall campaign effectiveness
- Employed strong project management skills to successfully oversee the design project for a marketing campaign, coordinating with cross-functional teams, managing timelines, and ensuring smooth execution, resulting in a timely delivery of high-quality marketing materials and a 21% increase in customer engagement

SKILLS & INTERESTS

Skills: UX/UI Design, Wireframing, User Research, Data Analysis, Prototyping, Usability Testing, HTML/CSS , Marketing, Information Architecture, Design Systems, SEO, Project Management, Data Visualization, Visual Design, Responsive Design

Technology: Adobe Creative Suites, Figma, InVision, Hootsuite, Optimizely, Google Analytics, UserTesting, FigJam, Canva, Mural

Interests: Cooking, Sourdough Baking, Hiking, Lifting Weights/ Cycling, Gardening, Toastmasters, Rotary Club, Farmers Markets