

Carly Sylvester

Designer

carlysylvester.com

hello@carlysylvester.com

Product designer passionate about transforming user and business problems into purposeful, tailored experiences.

Sporttrade Nov 2021 – April 2023

Senior Product Designer

Led the end-to-end design of a foundational platform that supports the iOS and Android Sporttrade app. This platform's tools improved usability, operational efficiency, and enabled the company to scale after launch.

Created an informative onboarding flow and detailed messaging feature to improve communication with customers in the native app.

Crafted illustrations to establish and support brand identity, emphasizing Sporttrade's mission of approachability within the app.

Think Company April 2018 – Oct 2021

Senior Experience Designer

Collaborated with cross-functional teams to design and launch digital experiences for B2B and B2C products.

Developed design systems, user flows, wireframes, high-fidelity mockups, and prototypes to facilitate seamless digital experiences and deconstruct complex design challenges to create simple, intuitive solutions.

Led clients through R&D utilizing research, prototyping, and narrative-building methods to explore new opportunities towards breaking industry conventions.

Collaborated with and mentored other designers.

Push10 July 2017 – Mar 2018

UI/UX Designer

Led the design and implementation of an immersive environmental space for Campbell's daycare center, including illustration, fabrication, printing, and installation.

Ideated, produced, and presented project deliverables such as user flows, wireframes, style guides, and mockups to demonstrate new features, dialogs, and visual elements to stakeholders.

Brandywine Creative Sept 2016 – July 2017

UI/UX Designer

Durkan Group Sept 2015 – Sept 2016

UI/UX Designer

Walnut St. Labs Feb 2015 – Sept 2015

Interaction Designer

Short Bio

I've previously worked on mobile apps, communication tools, commerce systems, and more. I enjoy projects that require a high degree of vision, problem solving, and visual polish.

Tools

Figma

Sketch

Adobe (XD, PS, AI, AE)

Keynote

Areas of Focus

Visual & Interaction

Product Design

UI & UX Design

Design Systems

Prototyping

Education

Graphic & Interactive Design (BA)

West Chester University of PA

References available upon request