Caroline Win

Product Designer, Researcher, & Builder

carolinemwin@gmail.com
carolinewin.com

Professional Summary

Senior Product Designer with 11 years of experience crafting enterprise platforms, smart device interactions, and mobile applications. Specializes in designing for highly technical domains and transforming complexity into elegant human-centered and impact-driven solutions.

Work Experience

Senior Product Designer, The Walt Disney Company

4.5 yrs • Oct 2021 - Present (Feb 2026) • enterprise web • internal tools

- Lead designer for Disney's global offer management platform used by Business Operators to manage 4,000+ Disney+, Hulu, and ESPN streaming subscription plan and pricing options sold across 130+ countries
- Drove zero-to-one effort to define the design vision for the highly technical platform, developing the design strategy, visual language, design system, and information architecture
- Reduced time spent on manual price change configurations by 66% and clicks by 53% in FQ2 2025 by simplifying complex workflows into a guided step-by-step experience
- Improved overall usability survey scores (ESUS) by 11% from July 2024 to Feb 2026, through ongoing UX improvements that enhance clarity and efficiency
- Designed an AI assistant that guides users to configure eligibility criteria

Interim UX Manager, Belkin International

6 mo • Feb 2021 - Aug 2021 • hardware interaction, mobile app design

- Drove design operations, hiring, and roadmap planning during org transition

UX Designer, Belkin International

1.5 yrs • Sep 2019 - Jan 2021 • hardware interaction, mobile app design

- Designed cross-platform mobile app interactions, hardware interactions, and print materials for Wemo Smart Home & Soundform Audio products
- Optimized intuitiveness of setup, control, and personalization flows
- Achieved 89% positive usability ratings during Wemo Smart Dimmer beta testing

Awards

"User Centricity" Award
Disney Product + Technology Excellence Awards (PTX Awards)
Dec 2025

Volunteering & Leadership

AI Learning Club Coordinator
Disney Enterprise Design Team
2025 - Present (2026)

Team Summit Organizer
Genie+ Product Team
2022 - Present (2026)

Mentor for Graduate Students
CMU MHCI Alumni Mentorship
2021 - Present (2026)

Speaker at Internal Conference
Disney Design Summit '25
August 22, 2025

Guest Lecturer on Prototyping
Interaction Design course for the CMU MHCI class of '25
June 24, 2025

Co-Founder & Leader
CMU HCI SoCal Alumni Group
2023 - 2025

- Closely collaborated with Product (PM), Program Management, Visual Design, Content Design, UX Research, Industrial Design, Compliance, and Engineering to launch Wemo Smart Plug and Dimmer products

UX Designer, Loyola Marymount University

6 mo • Mar 2019 - Aug 2019 • enterprise web • internal tools

- Conducted generative research and proposed usability improvements for LMU's internal portal used by students, faculty, and staff
- Facilitated alignment with the IT team on priority of work, starting with improving ease of navigation for top use cases through restructuring of the information architecture

UX Designer, Nationwide Insurance

1.5 yrs • Sep 2017 - Feb 2019 • enterprise web • internal tools

- Designed workflows for RPLink, Nationwide's retirement plan management system used by administrators, internal associates, and plan sponsors to store and manage participant data

Previous Roles (2013 - 2017)

- **Design Consultant**, Eaton Corporation • 2017 • Prototyped an augmented reality support tool to enhance safety and efficiency of work for electricians and electrical engineers in the field
- **UI/UX Designer**, Argus International • 2015 - 2016 • Redesigned responsive mobile workflows for an aviation management platform used by flight crew, ops managers, and maintenance teams
- **Research Assistant**, The OSU College of Medicine • 2014 - 2015 • Designed and developed virtual chat-based agents for medical student training and virtual health coaching
- **Research Assistant**, University of Southern California • 2013 • Created artwork and game concepts for educational and health-focused games

Education

Master of Human-Computer Interaction (MHCI)
Aug 2017 • Carnegie Mellon University

BS in Biomedical Engineering with 3D Animation Minor
June 2013 • University of Southern California

Skills

Design Strategy
Design Thinking
OKR Definition
Product Roadmapping
Cross-Functional Alignment
Stakeholder Management
Design Systems
Complex Systems Thinking
Workshop Facilitation

Product & UX Design
Ideation
Information Architecture
Wireframing
Iteration
Prototyping
Figma • FigJam • Figma Slides
Interaction Design
Accessibility
Visual & UI Design
Data Visualization

AI
AI-Assisted Development
AI Coding Tools
Vibe Coding
Cursor • Claude Code • GitHub Copilot

Research & Testing
Competitive Analysis
Contextual Inquiry
Directed Interviews
Card Sorting
Survey Design
Usability Testing
Generative Research

Additional
Confluence • Jira
HTML • CSS
Unreal Engine