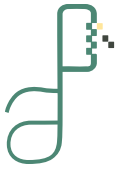
CARLA GOYES

PRODUCT DESIGNER · UX/UI + GRAPHIC DESIGN

Stamford, CT · hello@pixelaware.design · www.pixelaware.design



SUMMARY

- Product designer who starts with people: interviews, card sorts and usability tests, ending in tested, developer-ready prototypes.
- Graphic design foundation (19 years of brand work) plus a background in psychology and teaching.
- Designs B2B tools for groups who need to stay in sync; bilingual in English and Spanish.

CORE COMPETENCIES

- **User interviews**
- **Usability testing**
- **Card sorting & affinity mapping**
- **Information architecture**
- **User flows & wireframes**
- **Prototyping in Figma**
- **UI design & design systems**
- **Accessibility**
- **Logo & brand identity**

UX PROJECTS · FULL CASE STUDIES AT PIXELAWARE.DESIGN

Osomba · AI marketplace for the DR Congo — Sep – Oct 2026

UX/UI Designer, one of three · Designlab industry project

- Designed Ask Osomba, an AI search buyers can type, speak or photograph: 15 screens for budget phones, slow data and low literacy.
- Designed an AI E-Boutique Builder for sellers and three buyer storefronts (Commerce, Booking and Inquiry).
- Mapped requests against 135 remaining team hours, proposed a deliverable scope and wrote the Phase 2 backlog for the next team.

Elevate Rides · Booking and dispatch SaaS for car services — Jul – Aug 2026

Solo designer · Designlab capstone

- Interviewed a former limo owner and three drivers; one miswritten phone number had cost an estimated $90K in a season.
- Turned the findings into 10 must-have features for one synced trip across three roles, and designed the logo and brand identity.

Resident Portal · Property management mobile app — May – Jul 2026

Solo designer · 75-hour Designlab capstone

- Synthesized 100+ reviews and 6 interviews; replaced 20+ drop-downs with a room grid, an open text box and a live status card.
- Tested with 7 residents aged 25 to 67: all 7 completed the request flow, and the fastest took 22 seconds.

Fease · Event and business hub for facilitators — Dec 2025 – Feb 2026

Solo product designer · My own product

- Ran interviews and a 37-card sort, turning five spreadsheets into one event workspace with a 3-step wizard.
- Tested with 5 participants: all 5 created an event on their own. Designed the Fease logo and brand.

EXPERIENCE

Freelance Graphic Designer — 2007 – Present

Self-employed · logo, brand and social media work for small businesses

- Logos, brand identities, social graphics and print materials, from client brief to final files.
- Social media strategy for clients: content creation, scheduling and community engagement.

Lead Teacher (Spanish Bilingual) · The Goddard School — 2023 – 2024

Early childhood education center · Spanish immersion classroom

- Planned a Spanish-immersion toddler curriculum aligned with early learning standards; kept parents informed.

EDUCATION | PROFESSIONAL DEVELOPMENT

UX Academy, UX/UI Design Certification · Designlab — Apr 2025 – Nov 2026

Bachelor in General Psychology · Universidad de Loja, Ecuador — 2015 – 2021

Visual Communication Program (3.62 GPA) · Katherine Gibbs School, New York, NY — 2005 – 2007

TOOLS & LANGUAGES

Tools: Figma, FigJam, Adobe Photoshop and Illustrator, Framer, Google Workspace, Microsoft Office

Languages: Spanish (native), English (advanced)