

Caroline Jones

PRODUCT DESIGN LEADERSHIP

📍 Auckland, New Zealand

EXPERTISE

Leadership & Design Operations

- Team Management
- Hiring & Onboarding
- Coaching & Mentoring
- Project Oversight
- Resource Planning
- Design Tools
- Workflow & Process Design & Optimisation
- Documentation
- Quality Assurance
- Cross-functional Collaboration
- Change Management
- Culture Building

Design Strategy

- User-centred Design
- Design Thinking
- Enterprise Software Design
- Design Systems
- Multi-channel Design
- Creative Direction
- Usability & Accessibility

User Research

- User Testing
- Customer Journey Maps
- Personas & Scenarios
- Information Architecture
- Qualitative Studies
- Quantitative Analysis

Design

- Conceptual Design
- Interaction Design
- Iterative Design & Prototyping
- Visual Design
- Styleguides



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PROFILE

Great design has the power to brighten people's lives. As a seasoned design leader who enjoys navigating the complexities of larger organisations and helping designers to grow, my expertise lies in maturing design teams and practices. I really love what I do!

With over a decade of design leadership experience, alongside extensive hands-on user-centred design and design thinking experience, I guide teams towards meaningful solutions that are engaging, easy to use, beautiful, and useful. I have a genuine interest in the personal growth of those that I mentor, and fostering a coaching culture that values inclusion, empathy, and authenticity while respecting creative freedom and autonomy.

RELEVANT WORK EXPERIENCE

User Experience Manager

Aderant, New Zealand

2014 – 2023

Aderant is a leading global provider of enterprise practice management solutions for law firms with clients representing 77 of the top 100 Global Law Firms and more than 88 percent of the Am Law 200.

I led and expanded Aderant's global User Experience team, responsible for the design of our Enterprise Practice Management software. Leveraging my depth of experience, I steered the organisation towards a user-centric, design-first approach. The team was responsible for a wide range of products, encapsulating core back-office practice management products, alongside compliance, docketing, calendaring, timekeeping, expense capture, case management, document, and knowledge management products.

- Led a talented, globally distributed remote team of designers
- Responsible for design operations including hiring, onboarding and training, career development, process and workflow design, team management, establishing and overseeing design systems and standards, tools, and general oversight and guidance
- Implemented User-Centred Design processes, including iterative design, prototyping, and user testing
- Supported the release of multiple major new products, product enhancements, new features, and ongoing work in progress
- Improved user satisfaction, consistently achieving 8 out of 10 or higher in user testing surveys
- Recognised as a high-performing team with robust processes through an external audit of our internal procedures

ARTICLES

CIO NZ Magazine Interview

UX expert Caroline Jones: The making of a mentor [read](#)
2015

CIO NZ Magazine Interview

CIO Upfront: The User Experience guru [read](#)
2015

FISERV WHITEPAPER: CO-AUTHOR

Digital Banking Personas & Insights: Fashioning a Tailored Experience
2013

OPTIMAL USABILITY BLOG

Designing to Overcome Behaviour Barriers [read](#)
2011

OPTIMAL USABILITY BLOG

Choosing the Right Mountain to Climb [read](#)
2011

EDUCATION

Google Analytics Certification

Google
2010

University of Auckland

Human Computer Interaction
3rd Year Paper
2007

National College of Design

Diploma in Website Design
2003

RELEVANT WORK EXPERIENCE

UX Manager, Team Lead, Snr UX Designer

Fiserv - Digital Channels (Mobile), New Zealand 2011 – 2014

Fiserv, a Fortune 500 company, is a global provider of payment and financial services technology. The Auckland-based Mobile Solutions office of Fiserv is part of the Digital Channels division. It is focused on delivering mobile financial banking products.

During my time at Fiserv I was responsible for developing and guiding the product design team, conducting UX research, as well as driving insight-led digital strategies.

- Expanded the UX team to eight people
- Implemented User-Centred Design processes, including iterative design, prototyping, and user testing
- Sourced funding, designed, lead, and conducted user research exploring financial services digital channels usage by the mass consumer market across North America
- Delivered critical research outputs including a consumer segmentation matrix, a new set of multi-channel digital channels consumer personas, strategic insights around digital channel usage behaviours, along with a detailed research report
- Created 'The Tailored Experience' strategy to guide future design efforts
- Collaborated with the innovations team as they built proof of concepts for future ideas

Senior Interaction Designer & Consultant

Optimal Usability 2008 – 2011

Later acquired by PwC, Optimal Usability provided UX design, UX research, UX consultancy, and service design services to a range of clients, primarily across New Zealand.

During my time at Optimal Usability I worked across the full range of human-centred design activities. I refined my skills in interaction design and consultancy, and developed my expertise in strategy, user research, usability, prototyping, and user testing across various industries.

As an interaction designer I ran innovation and design workshops, created low, medium, and high fidelity designs, created prototypes, and delivered style guides. I also conducted user research activities such as contextual inquiries, interviews, surveys, card sorting, tree testing, and heuristic reviews, to inform my design efforts.

I worked for numerous clients across a broad range of industries, including:

- Airlines: Air New Zealand
- Health and Medical: Fisher & Paykel Healthcare
- Insurance & Financial Services: AASB, Kiwibank, Sorted, Sovereign, State Insurance, AMP
- Media & Communications: Vodafone, Telecom, Sky TV, Zeacom
- Government: Creative NZ, Christchurch City Council, Department of Labour, NZ Transport Agency
- Retail: Ezibuy, Foodstuffs, Woolworths
- Other: Mighty River Power, The University of Auckland