



# Carmen Spencer, MA UX Design


## UX Design & Product Designer

With 6 years in UX and product design, I specialize in end-to-end feature development—from market research and defining requirements to UI design and documentation. I work to stay proficient in industry trends and design software.

 **PORTFOLIO**  
carmensdesignportfolio.com

 055 308 7690

 kaythespencer@gmail.com

 /carmen-spencer-b8b7690162/

## SKILLS

- UI & UX Design
- Product Design
- Feature documentation
- User research
- Market research
- Prototyping & testing
- Marketing design
- Social media management
- Video editing
- Illustration

### Design Tools

Figma, XD, Sketch, Balsamiq, InDesign

### Creative Tools

Adobe Photoshop, Illustrator, After Effects, Camtasia, Canva

### Project Tools

Datadog, Post Hog, Redash, Trello, Miro, Monday, Jira

### Web Development

Wordpress, Wix, CSS, JavaScript, HTML

## LANGUAGES

English ●●●●●  
Chinese ●●●●○  
Hebrew ●●○○○

## WORK EXPERIENCE

### UX & Product Designer Lema AI Tel Aviv, 2023-Current

- As the sole designer, I oversee features end-to-end: from research, ideation, and design, to developer hand-off, plus any iterations.
- Doubling as the product manager in my first year, I defined feature requirements informed by customer meetings and user research. Then, I documented UI behavior with the design for smooth developer handoff.
- I oversee UX and design intuitive UI and flows by incorporating data-driven design practices. I draw on session recordings and user metrics to optimize user flows and validate design decisions.
- I create custom components to support use cases, and manage our component library to ensure consistent branding, clarity, and beauty.
- I collaborate frequently with developers to ensure technical feasibility and align on product goals.
- Produce marketing and sales materials, including branded swag for conventions, to support product visibility and business objectives.

### UX & Product Designer Three Point Turn Toronto, 2020-2023

- Designed branding and interfaces for 8 client and internal projects, each with budgets of \$2-3 million.
- Led comprehensive market and user research to create distinctive, user-centered designs that elevate product experience.
- Regularly analyzed customer feedback to optimize UX, boosting client satisfaction from 69% to 87%.

### UX & Graphic Design Freelancer Fiverr Toronto, 2020-2021

### UX & UI Intern Codepxl Toronto, 2020

### Graphic Design & Marketing Intern Three Point Turn Toronto, 2019

## EDUCATION

### MA User Experience Design Falmouth University UK, 2021-2023

### BA Graphic Design Seneca College Toronto, 2017-2020

### Web Development Certificate Brain Station Toronto, 2018

### UX Design Certificate Brain Station Toronto, 2018

## HONOURS & AWARDS

### Seneca College Dean's List: 4.0 GPA 2020

### Seneca Graduate Studies Expo 2019

### Applied Arts Student Awards Nomination 2018