

Chelsea Doherty Carr

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SUMMARY

Versatile Product and UX Designer with 5+ years building digital products and brand experiences for startups and small businesses. As a consultant, I've partnered directly with founders to design SaaS platforms, mobile apps, marketing materials, and websites across industries from home services to mental health, spanning both B2B and B2C companies. A deep generalist, I combine formal design training (BFA magna cum laude) with hands-on experience in research, prototyping, branding, and end-to-end product design. I bring ideas to life quickly—building from concept to launch with strengths in UX/UI, design systems, and cross-functional collaboration. I'm known for navigating ambiguity, translating big ideas into usable products, and keeping projects moving with speed and focus.

CORE SKILLS

Design & Research: User Research, Prototyping, Wireframing, Interaction Design, Accessibility (WCAG 2.1), Usability Testing, Information Architecture, Persona Driven Design (B2B, B2C, B2BC)

Tools: Figma, Sketch, Adobe Creative Suite, InVision, Miro, HTML/CSS, Google Workspace, Slack

Strengths: Design Systems, Branding and Visual Design, SaaS Platforms, Startup Consulting, Cross-functional Collaboration, Agile/Scrum

PROFESSIONAL EXPERIENCE

Consultant, Product & UX Design

Doherty Design

2018 - Present

- Partner directly with founders to design SaaS platforms, mobile apps, and marketing sites across industries including home services, healthcare, and education.
- Designed mobile app flows for MadeCard (2025) and created branded social and co-marketing assets.
- Developed branded websites for therapist practices and google employee portfolios emphasizing accessibility and patient-centered UX.
- Redesigned MindfulSF's therapy practice website and marketing outreach to expand reach.

Senior Product Designer (Consultant)

Joyous

2024 - 2025

- Led design for enterprise health SaaS platform, collaborating with product and engineering teams.

- Created a comprehensive UI style guide adopted across product and marketing.
- Redesigned website components to meet WCAG 2.1 accessibility standards, improving usability for patients and providers.
- Contributed to AI-driven features that automated clinician tasks, reducing manual workload.
- Developed and executed cohesive marketing assets—including social campaigns, surveys, and print collateral—that amplified brand presence and supported product growth.

Founding Product Design Lead

Fixle Inc.

2022 - 2024

- Owned end-to-end product design across mobile, web, and tablet platforms while managing brand identity and marketing strategy.
- Created tailored interfaces for multiple user types (homeowners and home pros) ensuring each had clear, efficient workflows aligned to their needs.
- Built and maintained multi-platform design system, accelerating design velocity and ensuring consistency across releases.
- Designed image-capture flows supporting machine learning features, improving accuracy of appliance identification.
- Collaborated with CEO and engineering to translate strategic ideas into production-ready features on fast timelines.

UX/UI Designer

New House & o2kl

2020 - 2022

- Designed responsive updates for Disney+ across iOS, Android, and web platforms.
- Produced clickable prototypes for a B2B insurance platform, enabling stakeholder buy-in before development.
- Partnered with developers to refine interaction models and ensure smooth implementation.

UX/UI Designer

USDR (United States Digital Response)

2021

- Applied customer feedback and research insights to redesign government web pages.
- Improved usability by simplifying navigation and clarifying content hierarchy.

Lead UX/UI Designer

Juno: Communicate Mindfully

2019 - 2020

- Served as lead designer for mobile app launch, collaborating with therapists and meditation teachers.

- Designed onboarding, core flows, and interactive features to support mindful communication practices.

EDUCATION

University of Massachusetts Lowell
BFA, magna cum laude – Fine Arts | 2011

Moreland University
Teaching Credential – Single Subject Art | 2016

CERTIFICATIONS

Thinkful
UX/UI Design Certificate | 2019