

Carrie Mah

Product designer with 5+ years of experience launching digital products.

multidisciplinary • systems thinking • strategy • data • marketing • B2B

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Experience

Founder, Senior Product Designer

Design consultancy • [Chic Geek interview](#)

Carrie M Designs

Oct 2022 – Present • Canada • Remote

- **Education:** Co-created a UX & UI micro-credential course at Bow Valley College, pioneering a competency-based framework to serve as a blueprint for future digital design course development.
- **Heuristics:** Proposed 50+ prototype enhancements, improving usability, and contributing to startup funding.

Senior Product Designer

B2B fintech web app • [Germany launch article](#)

Clearco

Nov 2021 – Jun 2022 • Canada • Remote

- **Onboarding optimization:** Led end-to-end design for user onboarding, resulting in reduced drop-off rates, increased account creation, and driving an estimated annual revenue of 2.5M+.
- **Global expansion:** Designed EU compliant i18n flows for German markets, projecting 3.9M+ of revenue.
- **Data-driven strategy:** Influenced roadmap with product metrics, FullStory user recordings, and user feedback.
- **Team efficiency:** Streamlined processes, design system component creation, and feedback loop systems.

Senior Product Designer

B2B SaaS sustainability reporting web app • [Acquisition article](#)

Metrio

Apr 2021 – Jul 2021 • Montréal, Canada • Hybrid

- **User research:** Led qualitative research studies to develop product personas that shaped the product vision and roadmap transforming a legacy platform into a self-serve B2B SaaS product.
- **Marketing design:** Created sales presentations and investor pitch decks that contributed to significant company growth and positioned it for acquisition by Nasdaq.

Customer Experience Design Consultant

Global design consultancy • [Video feature](#)

IBM iX

Apr 2019 – Mar 2021 • Calgary & Montréal, Canada • On site

- **Product design & strategy:** Redesigned a web platform with user research, 5+ features, and a robust design system to improve user satisfaction, retention rates, adoption, business efficiency, and stakeholder engagement.
- **Experience design:** Co-created an experience strategy for a digital investment advisor product using design thinking, increasing customer retention, extending lifetime value, and resulting in a \$200K+ project extension.
- **Rebranding & marketing:** Co-led a [CMS website rebrand](#) for a consultancy, achieving a 50% increase in user engagement from customers, employees, and client executives.
- **Design leadership:** Led an internal marketing design team while coaching 10+ junior designers, organized a T-shape designer career activity, and presented visual design workshops for 100+ IBMers, earning a 4.8/5 rating.
- **AI & chatbot design:** Created a mobile-first conversational chatbot and MVP for Purolator, a multi-billion courier company serving 4M+ users, improving personalized customer experience, user retention, and satisfaction.
- **Digital strategy & roadmap:** Conducted surveys, remote workshops, and analysis of 700+ data points to co-create a rapid pandemic response roadmap to safely reopen businesses within 3 weeks.

Experience Continued

Product Designer

B2B bank app • Forrester Top CX Brands

ATB Financial

Jan 2018 – Jan 2019 • Calgary, Canada • Hybrid

- **Usability:** Revamped payment and multi-role workflows, driving engagement and adoption during beta release.
- **Design standards:** Established wireflows, guidelines, and design system components to ensure consistency.

UX Designer

Responsive web tax software

H&R Block Canada

May 2016 – Aug 2017 • Calgary, Canada • On Site

- **UX/UI design:** Redesigned features used by 300K+ users, resulting in a 300%+ increase in company revenue.
- **Customer feedback optimization:** Leveraged natural language analysis to structure customer feedback, contributing to significant usability enhancements and improving user base, user satisfaction, and NPS scores.
- **Code standardization:** Implemented designs and guides to streamline code, QA review, and developer workflows.

Projects

UX Design & Digital Marketing Lead

Helping an indie game studio launch their first rhythm RPG desktop game.

Resonance Games

2023 - Present

Digital Marketing Lead

Engaging a 4k+ women in tech community with marketing strategy and social media.

Chic Geek

2017 - 2021

Marketing Design Lead

Led a marketing design team to reduce environmental impact for 3k+ IBMers.

IBM Bee Green Canada

2020 - 2021

Education

Bachelor of Science in Computer Science

Concentration in Human-Computer Interactions, minor in Visual Studies

University of Calgary

2017

Training

Enterprise Design Thinking Co-Creator

IBM 2020

IBM Leadership Academy

The Ivey Academy at Ivey Business School 2020

Service Design & Experience Mapping

Akendi Inc. 2018

Tools of the trade

Design



Research



Front-end Development



Tooling

