

Carson Gunn

(980)275-3761 • carsonpgunn@gmail.com • carson-gunn.com

Senior Product Designer and Product Manager

My unique background straddles experience design and creative project management. My cross-functional knowledge and interpersonal skills allow me to solve problems in fast-paced environments. I pride myself on the ability to achieve both strategic and design goals while maintaining excellent stakeholder relationships.

WORK EXPERIENCE

Freelance Work

Entrepreneurial freelance work in eCommerce, Agriculture, Fundraising, Gaming industries

Lead UX and Strategy Consultant

05/2018 – Present

- » Developed and executed tailored long-term roadmaps for 5+ clients within 2 years, defining their strategic direction and increasing target audience engagement
- » Conducted market and competitor analysis, monitored and addressed customer feedback to generate continuous enhancements and ensure digital solutions effectively met user needs.
- » Designed responsive consumer-facing websites, wrote site and marketing content, performed baseline SEO, and developed long-term marketing strategies

Iron EagleX, Inc.

Defense technology and services firm for Special Forces and Intelligence clients

Senior Product Designer

05/2024 – 04/2025

- » Quickly gained military client buy-in, building trust through open communication and data-backed strategic recommendations. Worked with client leadership to develop strategic vision and action-oriented roadmap.
- » Served as interim product manager to lead developers, engineers, and security specialists in Agile environment. Internally produced end-to-end CI/CD pipeline and refined documentation practice across team.
- » Developed comprehensive product design processes and UI asset libraries within 3 months, enhancing team efficiency and improving project turnaround time by 30% internally
- » Designed 6+ responsive products for soldiers in the field, leveraging user and market research to drive decisions and design features.

CACI

Technology services firm for branches of the US federal government

Senior UI/UX Designer

10/2023 – 05/2024

- » Served as interim product manager, identifying and addressing significant gaps in development process and documentation. Worked with internal team to create an efficient Agile practice, regaining client trust and buy-in.
- » As sole designer for portfolio, collaborated extensively with military client to create strategic roadmap and define end-to-end experiences for 3+ AI-driven defense products
- » Mentored 6+ Special Forces soldiers to become junior software developers. Taught design theory, accessibility, and UX best practices to help them launch successful careers in the military and beyond.

Valtech

Global business transformation firm with design and technology services in healthcare

Senior Experience Designer

04/2023 – 10/2023

- » Primary designer for 5+ clients in 2 years. Maintained the responsibilities of Digital Strategist and UX Architect while simultaneously leading teams of 3+ junior designers.
- » As team lead for junior designers, provided design feedback, stakeholder relations training, and professional mentorship. Allocated resources and deliverable assignments per client roadmap.
- » Drove strategic planning sessions with cross-functional teams, collaborating to improve overall project alignment on key deliverables including roadmaps, feature requirements, team resources
- » Secured 6+ new business contracts within 12 months by leveraging insights from current clients and prospecting conference interactions, resulting in \$200,000+ in sales revenue

Digital Strategist and UX Architect

04/2021 – 03/2023

- » As a UX and Strategy associate, balanced multiple client portfolios in industries including healthcare, eCommerce, and philanthropic organizations. Delivered impactful designs and strategic recommendations under fast-paced timelines.
- » Worked with developers and engineers to design for complex features including EHR integrations, online provider scheduling, telehealth. Ensured client needs and budgets were met while advocating for best possible user experience.
- » Conducted and analyzed user research and competitor analysis. Presented complex ideas from research outcomes to a variety of audiences from developers to executives.

IQVIA

Global provider of enterprise technology solutions and clinical research services SaaS

User Experience Designer

12/2019 – 04/2021

- » Designed responsive experiences for clinical trials management SaaS. Used industry best practices and design thinking principles to balance user needs and business goals
- » Facilitated discovery sessions, stakeholder interviews, quantitative and qualitative user research to generate UX strategies based on user needs and business problems.
- » Created high-fidelity UI assets, interaction designs, wireframes, and product requirements using Sketch and Adobe Creative Suite for multiple personas

CERTIFICATIONS

Agile Certified Practitioner

10/2024 – Present

PMI

EDUCATION

Master's Of Science In Information Science

University Of North Carolina At Chapel Hill

07/2018 – 12/2019

Bachelor's Of Science In Information And Library Science

University Of North Carolina At Chapel Hill

08/2014 – 05/2018

SKILLS

UX and Design: Content Strategy, Figma, Information Architecture, Responsive Mobile Design, Usability Testing, User Journey Maps, User Personas, User Research, Web Accessibility, Wireframing

Project Management: Agile Software Development Lifecycle, Executive Presentations, JIRA, MIRO, Requirements Elicitation, Resource Allocation, Roadmap Development

Strategic Planning: Competitor Analysis, Data-Informed Decision-Making, Design Thinking, Stakeholder Management, Storytelling, Vision and Strategy Development

Technical and Subject Matter Expertise: Artificial Intelligence/Machine Learning, Defense Sector, e-Commerce and Retail, Healthcare Industry, Pharmaceutical Research, Secret Level Security Clearance