

Carolyn Li-Madeo

Focused on projects that empower people to question, learn and explore in new ways. Experience supporting product teams and designers in building ethical, informative and delightful tools for diverse (global and multilingual) audiences.

EXPERIENCE

Wikimedia Foundation

San Francisco, CA + Remote | 2016 - Present

Group Design Manager

2022 - Present

Strategic planning and line management (6+ reports) for Consumer product design (readers web, native apps and R&D lab). Project management and end to end design for experimental cross-departmental projects focused on Reader acquisition.. Works with leadership team to nurture and connect a global team of designers.

Lead UX Designer

2020-2022

Designed editing awareness and trust experiments, homescreen widgets and a new notification system for the Wikipedia iOS app. Launched design support for the Abstract Wikipedia team - devised and facilitated full team sprints, designed product roadmaps and mentored their newly onboarded designer. Independently lead usability testing for two product teams.

Senior UX Designer

2016-2020

UX Designer on the Wikipedia iOS app, researched and designed features to expand access to encyclopedic content: places, on this day, trending, in the news, reading themes, native article editing, article history and more. Contributed to the Wikimedia Design style guide. Designed initial mocks and prototypes for the Wikipedia KaiOS (for users on low-end devices and slow connections).

Pratt Institute, Visiting Professor

New York, NY + Remote | 2020

Students worked together to design digital products to help their defined audiences connect with local food systems (Spring '20) or with support systems during the pandemic (Fall '20). Course materials included 14 lectures and hands-on exercises.

Internet Archive, Primary Designer and User Researcher

San Francisco, CA | 2015 - 2016

Sole designer and user researcher responsible for all design, research and usability testing. Designed software for book and CD scanning, websites for special projects and events, as well as features ranging from the Archive's first donation banners to a new e-reader interface. Redesigning the TV News Archive item view and Archive.org's search results page.

Prismatic, Interaction Designer and User Researcher

San Francisco, CA | 2014-2015

Designed onboarding experiences for web, iOS and Android. JTBD interviews and led design exploration into new projects. Attended Designer Fund's Bridge program.

St. Francis College Library, Reference Librarian

Brooklyn, NY | 2012-2014

Redesigned library navigation and ebook access. Provided bibliographic instruction.

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SKILLS

End-to-end product design, user research (usability testing), interaction & visual design, content design, accessibility (WCAG), localization / i18n, design systems (Figma), cross-functional partnership with PMs, engineers & researchers

EDUCATION

Pratt Institute, MLIS

New York, NY | 2012-2014

Hampshire College, BA

Amherst, MA | 2007-2011

Stuyvesant High School

New York, NY | 2003-2007

SELECTED COURSES

Bee Education Program

Brooklyn Grange | 2022

Digital Love Languages

School for Poetic Computation | 2022

Citizen Tree Pruner Program

Trees NYC + Greenthumb | 2021

Zero Waste Academy

Sanitation Foundation NYC | 2021

SELECTED PUBLICATIONS

Are.na annual 2022

Conversation with Sharon Park

AMC SIGDOC

Linked Open Data for Cultural Heritage

HOBBIES

Neighborhood beekeeping, sewing, knitting, natural dyes, mutual aid work, community gardening, digital gardening