

Caroleen Beatty

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Director, User Experience & Product Operations

Professional Summary

UX Executive and Experience Architect with 15+ years of leadership designing core frameworks, component systems, and monetization strategies for high-traffic platforms serving 30M+ users. Expert at transforming enterprise complexity into intuitive consumer journeys that drive subscription growth. Strategic builder of multi-disciplinary global teams (design, research, content strategy) across North American and European strategic hubs to govern and scale localized product experiences across all major global markets (including EMEA and APAC), partnering with Engineering, Product, and Legal to scale platforms through accessibility and "Privacy-by-Design".

Professional Experience

Stealth Startup & Advisory | San Francisco, CA

Founding Principal & Product Operations Consultant | May 2025 – Present

- **Product Architecture:** Design end-to-end interface architecture and interaction logic for a complex international SaaS/AI platform tailored for Southeast Asia (SEA) and Africa/MENA NGO test cohorts, turning highly ambiguous regional requirements into low-cognitive-load, mobile-first user flows.
- **System Foundation:** Establish scalable UX component patterns and structural design systems from scratch to ensure high craft quality, cross-cultural data discoverability, and long-term technical feasibility.
- **Strategic Advisory:** Advise founders on UX organizational architecture, cross-functional operating models, design-to-engineering handoffs, and inclusive digital standards for distributed international teams.

Ubisoft | San Francisco, CA • Montreal, QC • Paris, FR

Director, Global Digital Experience | June 2020 – February 2025

- **Global Governance:** Led UX strategy and design operations for a consolidated digital ecosystem of 100+ properties serving 30M+ monthly users across international locales (AMER, EMEA, APAC). Built and up-leveled a 20+ person multi-disciplinary UX team.
- **Monetization & Growth:** Redesigned global e-commerce checkout flows and digital wallet services across 50+ highly localized international markets, modularizing interaction logic to deliver a 15% lift in subscription conversion.
- **CMS Architecture:** Acted as principal architect migrating global web layout properties to Contentful (headless CMS) while integrating Adobe Experience Manager (AEM) as a rich data source.
- **Design Quality & Systems:** Unified corporate design standards to cut creative review cycles by 60%, removing legacy usability debt and modernizing global WCAG accessibility.
- **Taxonomy & Discovery:** Structured a universal taxonomic system across 15K+ assets, boosting content discovery by 24% and customer satisfaction (CSAT) by 20%.
- **Data Strategy:** Designed and executed a cross-service international research program tracking behavioral data for 70K+ users; mapped regional language tolerance by content type to optimize global translation resource allocation and significantly reduce localization spend.

Ubisoft | San Francisco, CA

Executive Producer (Web, UX, & Platform Strategy) | June 2016 – June 2020

- **Navigation Architecture:** Engineered a cross-domain navigation framework for 150+ domains, utilizing user research and A/B testing to increase task completion by 20% and engagement by 30%.
- **Search Infrastructure:** Led 0-to-1 design and technical execution for global search infrastructures (ElasticSearch, Algolia), boosting search findability by 40% and organic visibility by 30%.
- **Process Automation:** Standardized cross-functional publishing pipelines, reducing manual creative effort by 70% and accelerating campaign speed-to-market.
- **Outlook Setting:** Prototyped data-driven personalization workflows balancing immediate tactical velocity with long-term technological vision, yielding a 30% increase in new DAUs in Q1.

Technical Skills & Core Competencies

- **UX Discipline Leadership:** Directing Design, User Research, and Content Strategy teams.
- **Design & Strategy Tools:** Figma (Variables/Tokens/Governance), Miro, Lucidchart, Service Blueprinting.
- **Data & Optimization:** UserTesting, Maze, HotJar, ContentSquare, GA4, Looker, Optimizely (A/B Testing).
- **Enterprise Platforms:** Contentful (Headless CMS), Adobe Experience Manager (AEM), ElasticSearch, Algolia, JIRA.
- **Linguistic Fluency:** English (Native), French (Professionally Fluent – enabling international hub alignment and cross-cultural localization architecture).

Education & Training

- **UC Berkeley Extension** | Coursework: User Experience Foundations, Digital Media, CIS Networking.
- **Virginia Commonwealth University** | Coursework: Mass Communications, Media Studies, Political Science.
- **Nielsen Norman Group (NNg) / Rosenfeld Media** | Certifications: UX Research & IA Principles.