

Caroline Edwards

UX/UI Designer | EdTech Specialist | Accessibility Advocate

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PROFESSIONAL SUMMARY

I design human-centred digital experiences with a focus on the future of learning. With 15 years of UX/UI design experience and a decade working at the intersection of education, accessibility, and behaviour change, I bring something most designers can't: I've seen learning from the inside.

Having worked directly with children across a wide range of learning needs - including SEND, autism, and behavioural challenges - I understand the gaps that EdTech products so often miss. I design with that knowledge built in, not bolted on. Whether improving a digital product, shaping a learning journey, or designing for behaviour change, I combine user research, interaction design, and accessibility principles to create experiences that help people feel capable, curious, and inspired.

CORE SKILLS

User Research & Synthesis	Accessibility & WCAG 2.1 AA	Figma
Usability Testing	Inclusive & SEND-Informed Design	Stakeholder Collaboration
Wireframing & Prototyping	Learning Experience Design (LXD)	Agile Delivery
Information Architecture	Interaction Design	Design Systems
User Flows & Journey Mapping	Behaviour Change Design	Competitor Analysis

RECENT PROJECTS

HabitHero | End-to-end wellness tracking product designing, including user research, journey mapping, wireframes, and user testing

EXPERIENCE

UX/UI Product Designer - King's College London

February 2026 - Present

- An intensive eight-month programme solving real-world product challenges across research, UX/UI design, usability testing, and product development.
- Led end-to-end design of HabitHero (PrimeCare) - from discovery through to validated high-fidelity prototype - applying behavioural design principles to drive wellbeing and habit formation.
- Conducted user research, journey mapping, and heuristic evaluations, translating findings into personas, problem statements, and Figma prototypes covering onboarding, tracking, and progress visualisation.
- Planned and executed usability testing end-to-end, iterating designs based on user feedback to deliver a tested, accessible prototype aligned with business goals.

SEND Experience Support | Hampshire County Council

July 2021 - Present

- Supported children aged 4–12 with a wide range of behavioural, emotional, and cognitive needs - developing deep, firsthand expertise in how diverse learners engage, struggle, and succeed.
- Applied user-centred thinking daily: adapting communication styles, learning environments, and experiences for neurodiverse children, including those with autism and additional support needs - the same inclusive design principles that underpin great EdTech.
- Collaborated iteratively across multidisciplinary teams: teachers, SENCOs, therapists, and families - translating complex individual needs into structured, accessible solutions that improved engagement, independence, and outcomes.

Operations Manager & Service Designer | Everybody Pilates

March 2016 – August 2021

- Hired at the startup stage and helped scale the studio through franchising, leading operations, service design, and customer experience across four locations.
- Designed and standardised end-to-end service experiences - including scheduling systems, SOPs, and training materials - translating complex processes into consistent, user-friendly systems.
- Gathered and acted on member feedback to improve service delivery, class offerings, and customer communications, increasing engagement, driving 150% growth in membership sales, and generating over £100k in annual revenue.

Lead Interaction Designer | Abacus e-Media

August 2006 – May 2016

- Progressed from Junior to Lead Designer at an eConsultancy Top 100 digital agency over nearly a decade, specialising in websites and digital products across B2B, B2C, and SaaS.
- Led UX and visual design across complex client projects in media, publishing, and public sector - translating business and user requirements into intuitive journeys, interaction patterns, and scalable design systems.
- Championed accessibility and inclusive design throughout, collaborating with developers and stakeholders to deliver commercially effective, user-centred digital experiences across multiple concurrent projects.
- Selected Clients: TES (Times Educational Supplement) · Macmillan Publishing · OZY Media · Condé Nast UK · Bauer · Centaur Media · UBM · William Reed · Ocean Media · Christie's · Lincolnshire County Council · Cambridgeshire County Council · Dorset County Council

Flash Designer | BBC

July 2005 – September 2005

- Contributed to Key Stage 1 numeracy content for BBC JAM - a digital curriculum initiative - working with educators and curriculum specialists to translate learning objectives into engaging, accessible interactive content for young learners.

Interactive Designer | Big Pink

May 2005 – July 2005

- Produced websites, interactive experiences, and digital materials for leading healthcare brands, including GlaxoSmithKline and Pfizer.

KEY ACHIEVEMENTS

E-Commerce Innovation of the Year (2013) PPA Customer Direct Awards - The Grocer, William Reed Business Media | Lead UX/UI Designer

Digital Innovation of the Year (2013) PPA Awards TES Connect, TSL Education | UX/UI Designer

Digital Data Product of the Year (2012) PPA Awards - TES Connect, TSL Education | UX/UI Designer

Government Website of the Year (2011) - Lincolnshire County Council | Lead UX/UI Designer

IT Project Innovation Award (2011) - Lincs to the Past | Lead Designer

IT Project Innovation Award (2009) - C4YP | Lead Designer

Business Website of the Year AOP Awards (2009) TES Connect, TSL Education | UX/UI Designer

EDUCATION

Interactive Media Production BA (Hons) | Bournemouth University 2003 - 2006

Computer Animation & Visualisation Foundation | Bournemouth University 2002 - 2003

Graphic Design BTEC Diploma | Reading College 2001 - 2002