

Carling Louks

Senior Product Designer

Systems · Enterprise Applications · AI-Assisted Practice

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Summary

Senior product designer with eighteen years across fourteen organizations: oil and gas, aviation, ecommerce, telecom, and retail. Specializes in design systems, complex enterprise workflows, and reducing the distance between how software is designed to be used and how it actually gets used. Works fluently between design, data, and development, including inside proprietary and non-standard stacks.

Experience

Silk Worldwide → Atlantic Technology Group

Senior Designer · October 2025 – Present

Sole creative lead across a portfolio of connectivity brands (SignalBoosters, WilsonAmplifiers, and Bolton Technical) and, following the ATG acquisition, the ATG organizational site.

- Established a Figma design library reconciled directly against the production implementation, replacing comp-based handoff. Engineering now builds from the library.
- Led the migration from Sketch to Figma, consolidating a fragmented design practice into a single shared reference across four properties.
- Built the ATG design library from the ground up following acquisition: the organization's first shared design reference in twenty-seven years of operation.
- Defined the content architecture for 450 existing blog posts, including category, geo-location, and post templates, unblocking the broader site redesign.
- Applied AI-assisted workflows to generate component libraries programmatically, enabling systems work at a scale a single designer could not otherwise sustain.
- Owns end-to-end creative execution: ecommerce, marketing campaigns, product launches, trade shows, promotional email, and brand communications.
- Advises executive stakeholders on site strategy, digital experience, and brand evolution.

Halliburton

Senior UX Designer (Contract) · May 2023 – May 2025

Enterprise applications supporting drilling operations, data analysis, and engineering workflows. Primary focus on Digital DOS, with additional work across InSite Modernization, DrillingXpert, iTom, and RigHive.

- Led UX for Digital DOS, the end-to-end platform drilling engineers use to analyze downhole data before, during, and after a run.
- Conducted user interviews with drilling engineers and rig staff, establishing that documented business process had diverged substantially from actual working practice, a finding that reframed the modernization effort.
- Proposed, designed, and shipped an uploader application allowing field documentation to be returned to the system by phone or scanner, closing a long-standing gap between rig-floor analysis and office visibility.
- Restructured core workflows, redesigned onboarding, and improved navigation across the platform.
- Produced journey maps, wireframes, user flows, prototypes, and high-fidelity design; supported implementation through iterative engineering review.
- Supported the modernization of InSite, transforming a legacy platform into a more scalable experience.

ExxonMobil

Senior Creative Designer (Contract) · June 2022 – January 2024

Planning & Decision Technology: an internal group advancing decision science methodology across the business.

- Led design and development of internal sites, resource hubs, and digital experiences driving awareness and adoption of decision science tools.
- Designed and built interfaces directly in ExxonMobil's proprietary front-end framework, without developer dependency.
- Led creative for Right Concept, PDT's strategy framework: website, marketing, presentation materials, and a series of explainer videos translating a rigorous methodology into something the business could apply.
- Produced instructional video, tutorials, and enablement content supporting organizational learning.
- Partnered with internal developers on Breeze, a package system built on the proprietary stack, delivering its marketing and instructional platform.

Freelance Design

Independent Designer · 2019 – 2025

Digital design, website modernization, and front-end development for clients across ecommerce, SaaS, consumer products, and early-stage startups.

- Redesigned Riemer Group's vendor intelligence platform, applying editorial judgment to a data product that surfaced everything at once. Shipped internally with positive usability feedback from Riemer and its clients, including REI.
- Led website redesigns across multiple industries, from discovery through implementation.
- Served as sole creative lead: UX, visual design, front-end development, content organization, and implementation strategy.

Additional Experience

United Airlines: User Experience Designer (Contract, two engagements, 2019–2021)

Internal communications tooling bridging ground staff and flight crew; customer-facing ticket purchasing experience.

CITGO: Senior Designer (Contract, 2021–2022)

Retail brand, packaging, and the Mystik centennial identity.

ExxonMobil: Graphic Web Designer (Contract, 2016–2019) · Designer (2020)

Data team enablement and internal systems. Learned ExxonMobil's proprietary front-end framework.

Persefoni: User Experience Designer (2020)

Climate technology.

Earlier: CallFire, Sysco Foods, Cooking.com, Farmers Insurance, Mistbox, Frog Fitness, Luminess Cosmetics, LocalWork.

Skills

Design & Prototyping: Figma, FigJam, Sketch, Adobe Creative Cloud

Development & CMS: HTML, CSS, JavaScript, Node.js, Angular, WordPress, Shopify, BigCommerce

AI-Assisted Practice: Claude Code, MCP orchestration, prompt architecture, programmatic design system generation

Research & Collaboration: Mural, Jira, Confluence, Google Analytics, Tableau

Disciplines: UX Strategy, User Research, Information Architecture, Interaction Design, Design Systems, Data Visualization, Front-End Development, Stakeholder Management

Education

University of Arizona: BA, Graphic Design

The Art Institute: AS, Web Design & Multimedia