

Carah Gilmore

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Summary

Product designer with 10+ years leading through direct contribution: creative direction, visual craft, and design systems that raise quality across teams. I use AI-assisted design and development (Claude Design, Figma, design-to-code) to move from concept to on-system production for web and mobile. Co-founder and design lead of Let's Kill Ed, a consumer health app for families in eating disorder recovery. Lead design for an Air Force platform serving roughly 149,000 users.

Consumer Health Product

Let's Kill Ed · Co-founder & Principal Design Lead (UX, Branding, UI) · letskilled.com · [Google Play](https://play.google.com/store/apps/details?id=com.lets_kill_ed)

- Led UX, branding, and UI end to end for a patient and caregiver mobile app grounded in Family-Based Treatment and the Plate-by-Plate Approach; live in Android beta with 4 families.
- Set the creative direction ("fierce toward Ed, gentle toward the family") that drove the name, mark, voice, and interface.
- Research: two years of lived experience, dozens of caregiver interviews, and input from dietitians, therapists, and doctors.
- Cut meal logging to one photo with AI and USDA data; designed privacy-first beyond HIPAA, with data in the family's own Google Drive.

Experience

Product Design Lead · Odyssey Systems, supporting Kessel Run (U.S. Air Force) · 2023 – Present

- Lead design for ARES, consolidating three legacy systems into one platform for roughly 149,000 users.
- Defined the product from zero: led all foundational research (8 trips, 100+ users) that requirements were built from.
- Set shared standards across a multi-vendor program; manage and mentor the design team.

Product Designer · BigBear.ai · 2022 – 2023

- Owned an MVP from personas to high-fidelity prototypes, launched on schedule; built a central research repository.

Co-Founder & Head of Design · Bitflection LLC · 2016 – 2022

- Built and drove adoption of a design system across four agencies, including WCAG 2.1 AA payment flows.
- Led brand and creative direction; designed consumer fintech products with complex concepts.

Education & Certifications

B.S., Business Management, Colorado State University · IBM Enterprise Design Thinking Co-Creator · Google UX Design Certificate · U.S. Air Force veteran

Tools: Figma, Claude Design, Adobe Creative Suite, Miro, Jira