

Candace Carlisle

Head of UX & Design · Creative Director · Award-winning Product Designer

CONTACT

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20+

years in design

30+

product awards

1K+

projects shipped

82%

AI chat resolution

EXPERTISE

Product & UX

Product Design

Conversational UX

User Research

Usability Testing

Prototyping

WCAG Accessibility

XR / VR

Brand & Creative

Creative Direction

Visual Identity

Motion & Video

Content Strategy

Voice Over

Systems & Build

Design Systems

Front-end Dev

AI Workflow Automation

HubSpot · Marketo · Braze

Also: clinical herbalist, painter, animal rescuer and maker of things.

PROFILE

I turn complex systems into products people love, from award-winning AI assistants to immersive training in VR, benefits platforms, and now dreams.

Product designer and creative director with two decades leading UX, brand and design systems across AI, healthcare, enterprise and high-growth tech. My work powers nationally recognized products, including Sofia AI and MyChoice Mobile (Inc. Best in Business, Stevie Gold, Digital Health Gold, HR Tech Award).

EXPERIENCE

Head of UX & Design

2026 – Present

Mindful Software, Inc. · **myDream**, AI dream journal and interpretation app · Remote · [Case study](#)

- Lead UX and product design for myDream, rated 5.0★ on the App Store, from dream capture to AI interpretation.
- Designed voice-to-text dream logging, symbol exploration, pattern and trend insights, and the myDream Unlimited subscription experience.
- Own the visual language (gradient system, dream and moon motif, warm, energizing microcopy) with WCAG compliance alignment.
- Run design reviews with the product and engineering teams; ensure iOS and Android parity for glow, blur and gradient effects.

Founder, Builder & Herbalist

2018 – Present

Earth Wild Moon Child · Pop-up apothecary & mobile bar · Denver, CO & Austin, TX

- Designed and hand-built the mobile bar and hand make all the products.
- Created the brand identity, botanical menu, signage and event experience; blend my clinical herbalism certification with hospitality. Started in Denver in 2018.

Principal, Experience & Brand Design

2008 – Present

Candace Carlisle Studio · Lifestyle, wellness and healthcare clients

- Lead UX, UI and product design that lifted user satisfaction 20–35% and improved task completion.
- Build brand systems driving a 25–40% lift in engagement, plus CRM and lifecycle ecosystems that raise conversion 15–30%.
- Design AI-powered workflow automations that cut production time 30–50%.

Chief Creative, UX Designer

2024 – 2025

FAANA (contract) · Austin, TX · [Case study](#)

- Built FAANA's visual identity, web and micro-brand sites, and a design system that standardized UI across the product suite.
- Drove engagement through lifecycle marketing, social workflow automation and storytelling; championed accessibility org-wide.

Director of Creative & Marketing

2024

Seguin RV, Inc. (contract) · Seguin, TX · [Case study](#)

- Grew Instagram and TikTok 800%, Twitter 600% and Facebook 400% in under two months; lifted brand engagement 75%.
- Produced the Trailblazer Bash end to end, from branding to on-site experience, with measurable sales lift.

Product Designer

2023 – 2024

Embodied Labs (contract) · Immersive XR/VR healthcare training · [Case study ↗](#)

- Designed XR training modules that raised learner engagement 20–30%; research with clinicians improved task completion 15–25%.
- Built interaction patterns and UI components that cut design-to-dev friction 30%.

Director of Design

2022 – 2023

Osso VR · Surgical training platform · San Francisco / Remote · [Case study ↗](#)

- Led product and UX for VR surgical training, improving learner performance and procedural accuracy 20–40%.
- Ran onsite testing with surgeons (+25–35% usability); VR design systems cut production time 25–40%.

Principal UX Designer

2020 – 2021 · Award-winning

Businessolver · Sofia AI and MyChoice Mobile · Denver · [Case study ↗](#)

- Directed UX for Sofia AI: 82% chat resolution, 34% call deflection, 90% overall inquiry resolution.
- Designed MyChoice Mobile enhancements behind its Gold Digital Health Award; 4.35/5 self-service satisfaction.
- Lifted NPS from 58 to 70; cut new-feature production time 25–40% with scalable design systems.

Director, Corporate Brand & Comms

2018 – 2020

EVO Payments, Inc. · 22 offices, 7 countries · Denver

- Led the global brand refresh and governance, cutting brand inconsistencies 40% and lifting web engagement 20–30%.
- Directed multi-channel comms (email, SMS, push), raising reach 25%+; built and mentored global teams.

Art Director / Creative Services Manager

2015 – 2018

Photodex Corporation · ProShow · Austin

- Directed award-winning ProShow creative; lifted adoption and trial-to-purchase 20–35% and web traffic 25–40%.

Creative Director

2013 – 2015

YouEarnedIt (now Workday) · Austin

- Hands-on lead for product, brand and marketing of an employee-happiness platform; SXSW Hatch Pitch winner.

Creative Services Manager

2012 – 2013

Demand Media · Pluck, RSS Graffiti, CoverItLive · Austin

- Directed the national Pluck rebrand and an award-winning journey map; adoption and retention up 20–30%.

Earlier

Sr. Designer, Bulldog Solutions: multilingual Avaya interactive, Killer Content Award 2012

Senior Graphic Designer, Monkee-Boy: civic and municipal web, WebAward 2010 – 12

Lead Web Designer / Developer, Marketing Matters: built the web dept, doubled revenue 2006 – 08

AWARDS & INNOVATION

- 2026 BIG Innovation Award · Pluck AI-native Unified-CXM
- 2023 Inc. Best in Business · Sofia + MyChoice Mobile
- 2022 Stevie Award (Gold) · MyChoice Mobile
AI Excellence Award · Sofia AI Digital Health Award (Merit) · Activation Paths
- 2021 HR Tech Award · Best Comprehensive Solution
Digital Health Award (Silver) · MyChoice
- 2020 Digital Health Award (Gold) · MyChoice
- 2016 Entrepreneur 360 · YouEarnedIt
- 2014 SXSW Hatch Pitch Winner · YouEarnedIt
- 2013 Forrester Wave Leader · Pluck
- 2012 Fast Company Innovation by Design · BMA B2 · Interactive Media Award

FEATURED IN

Forbes · Inc. · Fast Company · Entrepreneur · VentureBeat · The American Genius · Texas Monthly · Austin Monthly · KVUE-TV

EDUCATION

Conversational UX Certification
Northwestern University · 2022

Graphic Design
California State University, Fullerton · 2003

Interactive Design & Animation
Austin Community College · 2007

Photojournalism & Fine Arts
San Antonio College · 1999

Color Theory & Illustrative Design
The Art Institutes San Antonio · 1993

PASSIONS

Behavioral science, botany and herbalism, typography, painting, music, voice over, animal rescue