

CAROLINA JUCKSCH PAULA

Collaborative design leader with experience spanning startups and Fortune 500 organizations, focused on building high-performing teams, launching AI-powered products, and delivering impactful user experiences and business value through cross-functional partnership and hands-on coaching.

EDUCATION

Pratt Institute
BFA | Communications Design

AREAS OF EXPERTISE

Organizational Leadership
Product Strategy & Roadmapping
AI Product Leadership
0 → 1 Product Innovation
AI Prototyping
Growth & Experimentation
Cross-Functional Leadership
Design Operations
Team & Leadership Development

EXPERIENCE

Adobe: Senior Experience Design Manager, Acrobat GenAI

MAY 2024 - PRESENT

- Lead a team of designers responsible for the core experience and growth of PDF Spaces, Adobe's AI-native document workspace.
- Led key parts of PDF Spaces' product strategy and design as part of the cross-functional leadership team, taking the product from concept through General Availability in under a year.
- Partner with cross-functional leadership to shape product direction, roadmap priorities, and investment across Acrobat GenAI.
- Established growth and experimentation as core design capabilities, leading strategy from acquisition to retention and building a more evidence-driven approach to product decisions.

Chewy: Associate Director, Product Design

OCTOBER 2023 - APRIL 2024

- Led product design across post-purchase experiences supporting millions of customers.
- Directed strategy across Account Management, Authentication, Fraud, and internal platforms.
- Built strong cross-functional partnerships to improve customer and operational experiences.

InVision: Senior Director, Design

JUNE 2022 - SEPTEMBER 2023

- Led product strategy for Freehand during a period of significant product evolution towards acquisition.
- Introduced early GenAI capabilities into Freehand, expanding collaborative product experiences.
- Co-led growth initiatives focused on acquisition, engagement, and reducing time-to-value.
- Partnered across Product, Engineering, Marketing, and Sales to strengthen enterprise adoption.

Teachable: Head of Design

OCTOBER 2018 - MAY 2022

- Scaled the design organization 3× while helping grow the business from \$15M to \$60M ARR.
- Led product strategy across creator, student, and business experiences.
- Built design operations, career frameworks, and leadership practices that enabled organizational scale.
- Led Design through the company's acquisition by Hotmart.

Integral Ad Science: Design Manager

JANUARY 2017 - SEPTEMBER 2018

Built the Design System team and led product design for enterprise analytics platforms.

KnowMe: Interaction Designer

JANUARY 2015 - OCTOBER 2016

Founding designer responsible for product strategy and UX from concept through launch.