

Karen Wang

Senior User Experience (UX) Designer

Design Experience

BOLD / Resume Now

Senior UX Designer

Oct 2022 – Present

- Spearheaded numerous design initiatives to strengthen the company's competitive advantage as a top resume creator, providing services for thousands of jobseekers and working professionals globally
- Directly contributed to the rebranding of the mobile web experience, ensuring optimal usability for over 30% of users worldwide
- Developed and cross-collaborated on multiple patent-pending designs, one of which was for a high-grossing project that yielded a yearly revenue of \$1.5 million and a 5% boost in product conversion rates

Herbalife Nutrition

Lead UX Designer

Sept 2019 – Sept 2022

- Piloted and oversaw the implementation of several new and improved features in a mobile application, content management system, and point-of-sale (POS) system used by thousands of club owners and customers worldwide
- Designed and managed the complete implementation of a mobile-first experience, resulting in higher KPIs, user feedback, and adoption rates for subsequent projects
- Directly contributed design direction for the business's core receipting tool, ensuring that it complies with all regulatory and legal standards

Rubin Postaer & Associates

UX Designer

May 2018 – Sept 2019

- Produced end-to-end designs for *Honda Automobiles*, transforming an outdated, unresponsive website to a mobile-first, easily accessible, and rebranded experience used by clients worldwide
- Created designs for the entire *Honda Automobiles* website and collaborated closely with developers to ensure production achieved ADA and WCAG accessibility requirements

Digital Production Designer

June 2014 – May 2018

- Produced compelling and interactive digital advertising campaign assets for *Southwest Airlines*, *Honda Automobiles*, *ARCO*, *La-Z-Boy*, and *Farmers Insurance* to increase brand awareness and product engagement regionally
- Contributed to website redesign proposals for client presentations, which were the cornerstone to helping the company acquire new businesses

Education

Rhode Island School of Design (RISD)

Sept 2006 – June 2010

Bachelor of Fine Arts, Interior Architecture

Contact

Email

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Portfolio

www.karen-wang.com

LinkedIn

www.linkedin.com/in/karenwangdesigns

Design Skills

- User Experience Design (UX)
- User Interface Design (UI)
- Interaction Design
- Design System Management
- Accessibility Design
- Design Research
- Project Management
- Cross-functional Collaboration
- Communication
- Graphic Design

Methodology

- UX Research
- Usability Testing
- Wireframes
- Prototypes
- Mobile First Approach
- Scaled Agile Framework

Technology

- Figma
- Jira
- Confluence
- UserZoom
- User Testing
- Adobe Creative Suite

Available for:

- Full-time
- Freelance
- Mentorship