

KAREN WANG

UX/UI • Visual • Graphic Design

Product Designer

DESIGN EXPERIENCE

RPA Advertising | Advertising June 2014 - Present
Digital Designer & Production Artist

- Create digital assets: banner ads, landing pages, and social media content based on client needs, technical constraints, and project parameters
- Partner with Art Directors, Copywriters, and Project Managers to develop effective final deliverables that support brand awareness and on-brand messaging
- Actively contribute to the design and development process by exploring and presenting visual design solutions

Project highlights

Southwest Airlines

- Digital Brand Style Guide: developed and implemented official guidelines for use on digital advertising projects across the agency
- Monthly Sales Campaigns: responsible for all digital banner assets and social media content to drive shopping and booking

Honda

- 2016 Pilot Landing Page Redesign: prepared wireframes and prototypes using creative assets for concepting and iterative phases
- Happy Honda Days: produced full-package digital deliverables specific to product offerings for Honda's largest, annual sales campaigns

RPA Internal

- Intranet Redesign: worked with UX to implement a more intuitive user experience and compelling interface for RPA's intranet redesign; provided visual and verbal direction to ensure precise execution

Karen Wang | Design June 2010 - Present
Product, Visual, Graphic, Branding & Identity

- Art directs and produces various design projects from concept to production
- Works closely with Client to optimize efficiency and work flow; design process is heavily goal-oriented, communicative and iterative

Get This | Tech Startup Oct. 2012 - Jan. 2014
Designer: UX/UI, Graphic, Marketing, Branding

- Designed branding guidelines for implementation across all digital and print media
- Actively worked with Executives and Development for various creative projects such as client presentations, app demo screens and marketing content

Majolie Collections | Jewelry Co. 2011 - 2012
Designer: Graphic, Web, Branding, Photography

- Devised a comprehensive brand and identity design package
- Produced all design-related projects from concept to production based off the rebrand
- Partnered closely with Development to implement a website redesign

Cardone Training Technologies | Professional Training & Coaching 2011 - 2012
Designer: Graphic, Web, Print, Branding

- Managed all design-related projects from concept to production
- Collaborated with Development to implement all digital assets for web updates, e-commerce, daily blog content, weekly email campaigns

CONTACT

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EDUCATION

Rhode Island School of Design
Sept. 2006 - June 2010
Bachelor of Fine Arts

UCLA Extension | 2014
User Experience Design
Publication Design

CAPABILITIES

UX / UI / Visual
Web & Mobile
Communication
Concept Development
User Research
Wireframing
Mockups & Prototyping
Interaction
Branding & Identity
Digital Illustration
Sketching
Art Direction
Digital Art Production
Copywriting & Editing
Typography
Iconography
Environmental

Tool Kits

Adobe Creative Suite
Photoshop
Illustrator
InDesign
InVision
Microsoft Office
Word
Excel
WordPress
Keynote
HTML & CSS