

Karen Wang

UX | UI DESIGNER • www.karen-wang.com
heykarenwang@gmail.com • (510) 566-3893

DESIGN EXPERIENCE

Herbalife Nutrition — UX Designer

Sept 2019 - Present

- Drives design solutions for *Nutrition Club Experience*, a suite of e-commerce applications including point-of-sale, content management, and customer ordering
- Collaborates regularly with business stakeholders, product owners, engineers and strategy to ensure high-quality deliverables meet customer and business needs
- Contributes to centralized Figma UI design systems to ensure cross-product consistency

Rubin Postaer & Associates (RPA) — UX Designer

May 2018 - Sept 2019

- Worked in direct collaboration with product, strategy, creative, development and QA on various Honda Automobiles site enhancements including global navigation and shopping tools
- Was responsible for end-to-end UX design process from concept to production

Rubin Postaer & Associates (RPA) — Digital Production Artist

June 2014 - May 2018

- Produced digital assets including web and multimedia banners for various *Southwest Airlines* market-centric sales campaigns
- Supported Art Directors with hi-fidelity wireframes for *Hond Automobiles* vehicle landing page redesigns

Get This — Multidisciplinary Designer

Oct 2012 - Jan 2014

- Helped execute product pitches, presentations, application demos and design flows for web, iOS app and television

Grant Cardone Technologies — Graphic & Web Designer

Oct 2011 - Sept 2012

- Design lead and production assistant for digital campaigns, landing page designs, print collateral, product packaging, publication materials and social media content

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN

BFA Interior Architecture

Sept 2006 - June 2010

SKILL SETS

DESIGN

Interaction Design
Visual Design
Accessibility
Project Management
Graphic Design
Illustration

METHODOLOGY

Research & Usability Testing
Wireframing & Prototyping
Mobile & Desktop
Scaled Agile Framework

SOFTWARE

Figma
Microsoft TFS
Confluence
Sketch
Userzoom
Adobe Creative Suite