

KARMEN WONG

A BUDDING UX/UI DESIGNER WHO IS A PROBLEM SOLVER WITH A DATA-DRIVEN BACKGROUND IN PERFORMANCE MARKETING. I INCORPORATE UX INTO MY SKILLSET TO DESIGN PRODUCTS THAT ARE GOOD FOR THE USER AND SUCCESSFUL FOR THE BUSINESS.

EXPERIENCE

UX Designer / Stealth Mode Startup

AUGUST 2021

Work alongside the UX lead and other designers as well as the CEO and developers to craft the MVP for a stealth mode startup and bring it to final stages to ship.

UX Designer Fellowship / Avocademy

APRIL 2021 - MAY 2021

Completed a 6-week program learning to execute the UX design process consisting of working independently to conduct user research, wireframing, prototyping, usability testing and iterative design in 1-2 week sprints.

▸ HABEAT. Designed mobile app features for a conceptual diet coaching app for weight loss.

Manager, Performance Display / Ancestry

MARCH 2019 — DECEMBER 2020 (SAN FRANCISCO, CA)

- Promoted twice in 3 years to Manager, increasing scope and responsibility along the way.
- Owned and executed display strategy for the content marketing channel as well as Google Display accounts for US integrated marketing campaigns.
- Developed and led channel strategy and testing roadmap by constantly iterating on testing results (from audience insights to landing page changes to copy) and competitive research, collaborating with internal teams and external partners to bring it to life.
- Managed multimillion dollar budgets spanning across multiple platforms including Google, Taboola, Yahoo Gemini and Outbrain to drive subscription and consumer DNA kit revenue, acquisition of new customers and conversions to successfully hit efficiency targets.

Associate Manager, Display OCTOBER 2018 — MARCH 2019

Associate Manager, Paid Search MARCH 2017— OCTOBER 2018

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SKILLS

User research
User flows
Usability Testing
Wireframing
Prototyping
Information Architecture
Responsive Design
Visual & UI Design
Branding
Content Strategy
Copywriting

TOOLS

Adobe Creative Suite
Figma
Sketch
Miro
Invision
Basic HTML/CSS

EDUCATION

UMass Amherst

B.A. Journalism