

# Karmen Wong

A budding UX designer who is a problem solver with a data-driven background in performance marketing. I incorporate UX into my skillset so I can put my creative cap on, dig deep and understand the nature of a problem to design products that are good for the user and successful for the business.

## Experience

### UX Designer / Stealth Mode Startup

AUGUST 2021 - PRESENT

Work alongside the UX lead, other designers as well as the CEO/Founder to craft the MVP for an early stage startup and bring it to final stages to ship. My role was focused on information architecture, establish user flows, wireframing and prototyping.

### UX Designer / The Guac Group

AUGUST 2021 - PRESENT

- Execute intuitive solutions from start to finish using design thinking principles by performing research utilizing multiple methods, ideating and creating sketches, establishing user flows, building wireframes and prototypes catering to the firm's clients.
- Collaborate with designers, developers and stakeholders in crossfunctional teams to problem solve and mitigate uncertainty.

### 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 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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## Tools

Adobe Creative Suite

Figma

Sketch

Miro

Invision

Basic HTML/CSS

## Skills

User research

User flows

Usability Testing

Wireframing

Prototyping

Information Architecture

Responsive Design

Visual & UI Design

Branding

Content Strategy

Copywriting

## Education

**University of Massachusetts, Amherst**

Bachelor of Arts, Journalism

**Avocademy**

UX/UI Foundations Certification