KAREN SU

User Experience Designer

CONTACT

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EDUCATION

University of Virginia
B.A. Cognitive Science
B.A. Computer Science
2014 - 2018

Nielsen Norman Group
May 2022

CERTIFICATIONS

UX Certification
Nielsen Norman Group
May 2022

Certified Digital Product Manager
AIPMM
October 2020

Certified Scrum Master
Scrum Alliance
February 2020

SKILLS

User Interface Design
Wireframing
Rapid Prototyping
Usability Testing
HTML/CSS

TOOLS

Adobe XD, Figma, Balsamiq,
UserTesting, ContentSquare

EXPERIENCE

User Experience Designer | American Greetings

Remote | May 2021 - Present

- Designed new game layouts and created instructional tutorials for the Jacquie Lawson London Advent Calendar, which led to over $2.9M in revenue.
- Spearheaded user testing by creating unmoderated usability studies on UserTesting, performing competitive audits and analyzing website zoning to achieve excellent NPS scores of 30+ over all three brands (American Greetings, Jacquie Lawson, Blue Mountain).
- Led the design initiative by creating wireframes and prototypes for a new Jacquie Lawson coloring app resulting in a successful launch and an 4.3 rating on the App Store.
- Worked cross functionally with Project Managers, Creative Director and developers and provided UX insights and recommendations that guided the Blue Mountain replatform.

Lead Software Engineer & Designer | Noblis

Arlington, VA | July 2018 - April 2021

- Created low-fidelity wireframes and engaged in rapid prototyping using HTML/CSS. Presented wireframes to Clients and collected user feedback that drove the launch of a website redesign.
- Led a team of junior engineers to develop a DoD Web Application using SQL, HTML/CSS and C#. Recognized by Senior Leadership for contributions, which led to a contract re-award amounting in over $1M.
- Implemented research methodologies, including interviewing, focus groups, and user feedback to inform the design of a new SaaS product.

Intern | Albemarle County

Charlottesville, VA | August 2017 - May 2018

- Researched internet connectivity issues within the County by speaking to over 50 users. Showcased data using Microsoft Power BI visualizations, resulting in an award of 100K to improve overall internet connectivity.

Intern | Noblis

Reston, VA | June 2017 - August 2017

- Collaborated with Subject Matter Experts to identify use cases and create user personas for a new website. Created low-level wireframes and a clickable prototype using Balsamiq.