



www.ksoriano.com

KAREN SORIANO

User Experience Designer

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EXPERIENCE

User Experience Designer, NRG Energy

April 2015 - Present

Worked with various internal and external business groups to create intuitive and user-friendly interactions that delivered real business value for customers.

Gathered requirements and created prototypes in alignment to brand standards.

Created supporting documentation including project briefs, wireframes, task flows, sitemaps, personas, and flow charts. Provided applicable UX recommendations to make digital experiences better throughout several branches of the company (e.g. NRG, Reliant). Additionally, ran reports on Adobe Analytics that provided data on NRG.com web traffic including unique visitors, page views, etc.

User Experience Technical Consultant, Perficient for Halliburton

December 2014 - March 2015

Worked on a full time project, providing consulting services to Halliburton. Aided the ideation of two different types of software (web & desktop) that are used internationally by Halliburton's oil cementing teams. Interviewed users, ideated wireframes, and helped develop requirements. Developed user experience solutions and site architecture in line with usability best practices.

Graphic Designer, Buzz Points

October 2013 - December 2014

Worked at a financial rewards company as their in-house graphic designer. Created several WordPress sites, designed trade show booths for various events. Fully responsible for the creation of the internal style guide and branding in current use. Maintained design consistency across Buzz Points brand platforms. Designed online and printed collateral.

Design Intern, Civitas Learning

June 2012 - October 2013

Assisted the lead designer in the making of user interface mockups for various web applications. Collaborated with the product team in the redesign of the main website. Involved in the making of several infographics, online graphics and team t-shirts.

EDUCATION & PROFESSIONAL TRAINING

Adobe Summit 2016

Digital Marketing Conference in Las Vegas, NV

Adobe Analytics: Reports & Analytics User

Date of Completion: March 21, 2016

Two day training course spent learning the reporting interface and navigation of Adobe Analytics. This course demonstrated how to run and configure reports to gain knowledge for effective decision-making.

SKILLS

Technical Proficiency

Axure, Balsamiq, Microsoft Office, Adobe Creative Suite, Adobe Analytics, WordPress, JIRA Issue Tracking Software, WorkFront Project Management Software, basic HTML/CSS

Other

Wireframing, user interviews, design research, low and high fidelity mockups, data visualization, brainstorming, sketching, surveys, user flow analysis, personas, heuristic evaluations, storyboarding, design specifications, infographics, print design, marketing materials

LANGUAGES

Fluent in English and Spanish

The University of Texas at

Austin, 2009-2012

B.F.A. Design

- University Honors

- James M. Malone Endowed Scholarship

Università Cattolica del

Sacro Cuore, 2011

Design in Context: Study

Abroad in Milan, Italy