

Karena Vongampai

Product designer available for work in San Francisco Bay Area, or remotely

Summary

I am a full stack product designer, who has led user-centered design and research efforts across several cross functional teams. I'm passionate about fostering a customer obsessed community that allows my teammates to make decisions faster. My design process is outcome driven, to avoid concerns about whether we're solving the right problems or not. In my past teams I have often been the go-to designer for cutting through ambiguity and complexity. I started my career at Intuit, where I focused on simplifying tax experiences for ~30M users annually. Most recently, I was at a startup called Convoy Inc, which was disrupting the \$800B freight industry.

Work Experience

Product Design at Convoy Inc.

Senior Product Designer (Sep 2022 - Oct 2023)

Product Designer 2 (Jan 2021 - Sep 2022)

- Led the end to end design process for multiple projects across the business for shippers, carriers, internal sales teams, account management, and operations. Defined and conducted several exploratory research studies to complement the needs of the business with the needs of our users.
- Owned the entire end to end research and design process to craft a narrative about how and why Convoy should get into business with medium and large sized carriers. Partnered closely with product manager to devise a product strategy based on the unmet needs of carriers and internal carrier sales representatives. Conducted interviews, contextual inquiries, and on-site visits with 12+ users to clarify user needs and insights. Transformed foundational research learnings into concepts, which took the team all the way to piloting a new experience for carriers and internal carriers sales representatives.
- Developed self-serve tracking tools to reduce the time and effort it takes shippers to get insight and visibility into the status of their shipments. Conducted interviews with 8 users to understand their current experience and identify what the team should build. Created concepts and ran feedback sessions with users to iterate. Launched 3 key experiences that reduced shipment tracking request email volume by 34% week over week. Increased track and trace weekly active usage on Convoy's shipper website from 40 to 118 in 6 months. Helped develop a multi-quarter roadmap to further improve tracking.
- Led design and research for the development of a crucial product vision and strategy for internal tooling that reduced the company's working time per shipment by 50% and resulted in fewer exceptions filed on shipments (2 to 0.9). Orchestrated workshops and design reviews to negotiate and align over 5+ product managers and their respective engineering teams. Conducted feedback sessions and participatory design sessions with internal users to iterate on existing tools.

Product Design at Intuit TurboTax

Senior Product Designer (Aug 2020 - Jan 2021)

Product Designer (Mar 2019 - Aug 2020)

- Led the design of simplified core tax experiences used by over 30M users annually. Developed a system to extend image capture (OCR) and document upload to top 10 tax topics, available in all TurboTax product offerings.
- Designed and shipped experiences spanning across Document Management and Storage, Automated Data Entry Experiences, and Premier Product SKU to increase speed to benefit. Increased utilization of automated data entry tools by 3% through experimentation.
- Refactored several user flows to minimize cognitive overload, usability issues, comprehension, inaccurate data entry, and time/effort spent.

Contact Information

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Education

University of Washington

Bachelors of Science in Human Centered Design & Engineering

2014-2018

Internships

Roblox Design Intern

Jun 2018 - Aug 2018

Amazon User Researcher Intern

Jun 2017 - Sep 2017

Skills

- Design thinking
- Product strategy
- Product vision
- User research
- Information architecture
- Roadmap development and sequencing
- User experience design
- Storytelling
- Storyboarding
- Interaction design
- Web and mobile design
- Figma
- Dovetail