

Karena Vongampai

Product designer based in San Francisco Bay Area

Work Experience

Senior Product Designer at Convoy

Sep 2022 - Oct 2023

- Worked on experiences for all customers in the shipment lifecycle—from shippers to carriers and internal teams, including sales, account management, and operations
- Designed and launched pivotal service tool for operations teams to move from a shared service model, to a dedicated service model. Helped improve customer service, minimize time to resolve exceptions on shipments, and optimization of our operational teams. Conducted feedback sessions to make product iterations post launch.
- Utilized research to guide the product vision for the future of internal tools for Convoy's operational teams. Helped define a roadmap that would minimize disruption to existing service quality for shippers and carriers, while balancing the need to minimize working time per shipment and improve service efficiency. Led multiple stakeholder workshops, participatory design sessions, low fidelity designs/prototypes, and design reviews to maintain alignment across a large group of stakeholders.
- Partnered closely with product to explore a new customer segment for Convoy. Efforts resulted in the definition of a multi-quarter roadmap, product vision, and strategy for how we acquire new customers by meeting their unmet needs. Conducted research with multiple carriers and internal carrier sales representatives to pinpoint how our technology team can improve the service they receive not only from self-service technology, but also human service providers.

Product Designer II at Convoy

Jan 2021 - Sep 2022

- Focused on developing self-serve web experiences for enterprise shippers to manage, track, and assign carriers their shipments. Multiple product launches grew weekly active users from 19% to 40%. Navigated the complex world of conducting user research with enterprise customers at a variety of companies. Synthesized multiple research efforts into findings that contributed to the product vision and strategy of the self-serve website for shippers.
- Conducted user research with internal sales and account management teams that was foundational to Convoy's vision for creating better relationships with shippers. Research clarified what the cross-functional team's priorities, roadmaps, and vision would to help Convoy win more shipment volume.

Senior Product Designer at Intuit TurboTax

Aug 2020 - Jan 2021

- Led the design of simplified core tax experiences used by over 30M users annually. Developed a system to extend image capture (OCR), document upload, and document import from financial institutions to all TurboTax product offerings.
- Responsible for designing and shipping 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.
- Took a systems approach to extend Image Capture (OCR), Document Upload, and Import to efficiently expand automated data entry feature set across all TurboTax product offerings.
- Refactored several user flows to minimize cognitive overload, usability issues, comprehension, inaccurate data entry, and time/effort spent.

Product Designer at Intuit TurboTax

Mar 2019 - Aug 2020

- Developed detailed user flows and high fidelity mockups, to deliver improved and reimagined experiences. Performed design iterations and documentation, while supporting other projects.
- Responsible for designing TurboTax experiences spanning across Document Management and Storage, Automated Data Entry Experiences, and Premier Product.
- Led design for 2 key business initiatives, by understanding the customer to create initial concepts. Developed communication and storytelling skills through design and product reviews with Directors, VPs, Senior Leadership, and other key stakeholders.

Contact Information

karenavongampai.com

karenavongampai@gmail.com

linkedin.com/in/karenavongampai

Education

University of Washington

2014 to 2018

Bachelors of Science in Human Centered Design & Engineering

Internships

Roblox

Jun 2018 - Aug 2018

Design Intern

Amazon

Jun 2018 - Aug 2018

User Research Intern

Skills

- Product Strategy
- Product Vision
- User Research
- Roadmap development and sequencing
- User Experience Design
- Storytelling
- Interaction Design
- Web & Mobile Design
- Figma
- Dovetail
- Information Architecture