

# Karen Bao

Product Designer with 8 years of experience | 70% design, 30% research

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## Experience

### Sr. Product Designer @ RBCx

Vancouver, Canada

#### Dec 2022 - Present, Sr. Product Designer, Mydoh

Mentored and supported 2 product designers to uphold the quality bar, while leading high-visibility projects to upgrade key aspects of the product experience.

**Child Home Refresh:** Revamped the Mydoh child app's Home tab, resulting in a ~9% increase in key feature engagement rate.

**Earn Redesign:** Overhauled chore creation and management, achieving a 100% task success rate in usability testing.

**App Usability Benchmark:** Initiated and partnered with Research to establish product usability baselines, guiding optimization efforts.

**Design Operations:** Led design team rituals, like capacity planning, design reviews, etc., to drive internal design collaboration.

#### Jul 2021 - Dec 2022, Sr. Product Designer, Dr.Bill

Hired as the 1st designer for Dr.Bill platforms. Partnered with Product and Engineering to produce, validate and deliver end-to-end product experience.

**Design System:** Established the product's design system, ensuring consistency and simplicity.

### Sr. Product Designer @ Flybits Inc.

Toronto, Canada

#### Nov 2019 - Jul 2021

Partnered with cross-functional stakeholders to conduct user research and craft solutions for the mobile channel.

**White-label Mobile Content Templates:** Streamlined content templates for pilot credit card and consumer banking use cases.

### UX / UI Designer @ FreshWorks Studio Inc.

Victoria, Canada

#### Feb 2018 - Aug 2019

Worked closely with PM, Business Analysts, Developers and QAs to craft digital solutions for cross-industry clients, including Harbour Air, Hootsuite, BC Government, etc.

### Intern, UX Designer @ SAP Canada Inc.

Montreal, Canada

#### Oct 2016 - Apr 2017

Supported designing the Retail Assortment Planning web application, utilizing the SAP Fiori design system to address design challenges.

## About

UX/UI designer with 8 years of experience in both consumer and enterprise product design.

I love spending time to analyze and create simple, intuitive product experiences that solve real user problems. I'm currently based in Vancouver, Canada.

## Education

### The Centre for Digital Media @ Simon Fraser University

Master of Digital Media  
2015 - 2017

### Shanghai International Studies University

B.A. in Advertising  
2011 - 2015

## Skills

### Design

Workshop Facilitations  
Object-Oriented UX  
Wireframing  
Prototyping  
Interaction Design  
Usability Testing

### Tools

Figma  
Principle  
Webflow  
HTML/CSS  
Adobe Creative Suite