

# Karen Bao

Product Designer • Critical Thinker • Tech Enthusiast

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## Experience

### Sr. Product Designer @ Flybits Inc.

November 2019 - Present Toronto, ON

Hired as the only designer on the mobile channel. Led the end-to-end design of the mobile platform, ensuring alignment of customer needs and business objectives.

Partnered with Product Manager and Tech Lead to design and deliver solutions backed up with qualitative and quantitative testings.

Delivered high-fidelity designs and specs to communicate product design requirements for engineers.

Introduced and implemented UserTesting.com to the Product and Product Design teams. Developed UX research template library to democratize UX research within the organization.

Led the internal Accessibility program to ensure the product lines meet AODA compliance standards.

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

February 2018 - August 2019 Victoria, BC

Worked closely with PM, Business Analysts, Developers and QAs to come up with digital solutions for cross-industry clients.

Led the design process for 2 corporate websites, 3 web applications and 2 mobile applications, including

**Harbour Air:** redesigned the mobile application and website from the ground up. The mobile application was launched in November 2018, while the website was launched early 2019.

**The Independent Investigations Office (IIO) of British Columbia :** modernized the organization's website.

**Hootsuite - Google My Business:** designed the Google integration in the Hootsuite platform.

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

October 2016 - April 2017 Montreal, QC

Supported the SAP Cloud Custom and Development team in the design of the Retail Assortment Planning web application.

Worked with the SAP Fiori design system to solve enterprise application design problems.

## About

A digital designer with 4+ years of work experience in product design and a strong interest in front-end development.

I'm currently based in Toronto, Ontario.

## Education

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

Master of Digital Media  
September 2015 - June 2017

### Shanghai International Studies University

B.A. in Advertising  
September 2011 - June 2015

## Skills

### Design

User Research  
Wireframing  
Interaction Design  
Visual Design  
Usability Testing

### Tools

Sketch	InVision
Figma	Principle
Axure	Webflow
HTML/CSS	Bootstrap
Adobe Creative Suite	