Karen Bao

Product Designer • Critical Thinker • Tech Enthusiast

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Experience

Sr. Product Designer, Dr.Bill @ RBC Ventures Inc.

July 2021 - Present   Vancouver, BC

Hired as the only designer for Dr.Bill platforms. Independently produce, deliver and validate high-quality end-to-end product.

Worked within Agile team structures and provide quality assurance on creative deliverables

Maintained the product's Design System, ensuring consistency and simplicity.

Sr. Product Designer @ Flybits Inc.

November 2019 - July 2021   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.

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.

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 5 years of work experience in digital product design and a strong interest in front-end development.

I'm currently based in Vancouver, British Columbia.

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	