

# Karen Bao

Design Leader • Critical Thinker • Tech Enthusiast

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## Experience

### Sr. Product Designer @ RBCx Inc.

Dec 2022 - Present, Mydoh Vancouver, BC

Worked on the Engagement pod and led future-state app IA refresh, Child Home UX improvement, and more initiatives.

Advocate for customer empathy. Partnered with Product and Customer Support to introduce customer interview program and survey tools to unlock new product opportunities.

Jul 2021 - Nov 2022, Dr.Bill Vancouver, BC

Hired as the first designer for both Dr.Bill web app and mobile apps, designing and shipping products in a complex domain informed by research, data, and insights.

Built and 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 mobile initiatives, ensuring alignment of customer needs and business objectives.

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

Led the end-to-end design for 2 corporate websites, 3 web applications and 2 mobile applications.

Worked closely with PM, Business Analysts, Developers and QAs to solution for cross-industry clients.

### 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 design leader with 7 years of work experience in agency and startups, B2B and B2C product design.

I'm passionate about solving customer problems to drive business outcomes. I'm currently based in Vancouver, Canada.

## Education

### The Centre for Digital Media @ University of British Columbia

Master of Digital Media

2015 - 2017

### Shanghai International Studies University

B.A. in Advertising

2011 - 2015

## Skills

### Design

UX Strategy  
User Research  
Information Architecture  
Wireframing  
Interaction Design  
Visual Design  
Usability Testing

### Tools

Figma	FigJam
Principle	UserTesting.com
Sketch	Webflow
HTML/CSS	Bootstrap
Adobe Creative Suite	