

# Karen Bao

UX / UI Designer • Critical Thinker • Tech Enthusiast

baoruiling@hotmail.com  
karenbao.github.io/  
dribbble.com/karenbao  
linkedin.com/in/ruilingbao

## Experience

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

February 2018 - Present

Victoria, BC

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

Led the UX/UI design 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 App:** 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.

## Projects

### Forgotten Highway @ Next Level Games Inc.

A console game to elevate scavenging through innovative decision-making.

### Studio 777 @ British Columbia Lottery Corporation

A mobile game to attract and retain the Millennial lottery players.

## Honor

**SIGGRAPH 2017** Faculty Submitted Student Work Exhibit

#### Stella

An interactive Microsoft Kinect installation that provides immersive experience to explore the universe.

## About

A digital designer with 2+ years of work experience in user experience and a strong interest in front-end development.

Currently reside in Victoria, BC and willing to relocate.

## 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	