

Portfolio - PDF

I'm a human-centered product designer who optimizes for usability and impact.

Learn more about me, see my work, and check out what I've learned and who I've learned it from. Or, feel free to contact me.



About Me



I also like to make faces at animals twice my size.

I am...

a multi-disciplinary product designer with five years' experience advocating for user and business needs across non-profits and government. Every step in my career has been centered on building and measuring impact, and I bring that attitude into my design process to create digital products that enable people to live better lives.

I believe that...

intelligent product design requires making tough trade-offs that de-prioritize bloat and complexity in favor of necessary simplicity. In a team, you can count on me to communicate with empathy and candor, to design with intention and strategy, and to seek constant improvement.

I'm excited by....

how technology can nudge us toward more sustainable systems and can better adapt to the needs of non-digital natives. Outside of design work, you'll find me reading books, climbing walls, and making travel plans.

My Work

How do we direct the Kilimanjaro tourism industry toward more ethical practices?

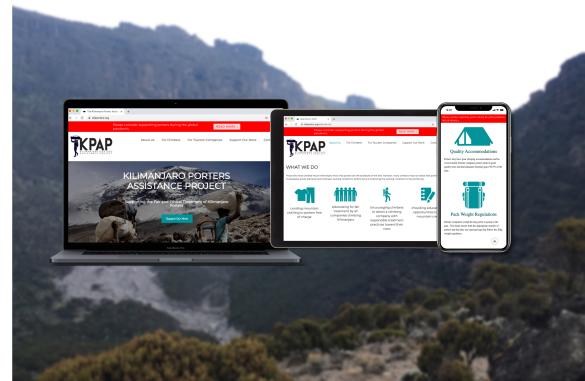
Using IA and visual design to support ethical travel in Tanzania

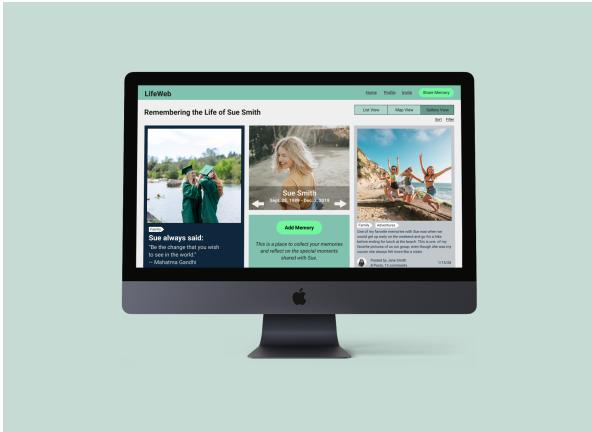
I delivered a fresh visual interface for a website supporting the ethical treatment of porters on Mount Kilimanjaro with a focus on information architecture, aesthetics, and content strategy.

Focus areas: Information Architecture, Content Strategy

Read more:

 [Kilimanjaro Porters Assistance Project](#)





How do we bring a grieving community together?

Enabling inclusive grieving for a community honoring a life lost

The LifeWeb team needed to increase user engagement. The work required research-driven tactical usability design and a re-envisioning of elements of the overall product strategy. The final design built on the existing LifeWeb platform and incorporated new features for people hesitant to share memories.

Focus Areas: User Research, Design Systems, Client Workshops

Read more:

 [LifeWeb 360](#)

What can help workshop hosts more easily market their businesses?

Supporting workshop hosts in marketing their in-person events

When running a workshop, teachers have to wear multiple hats--businessperson, instructor, marketer, event planner--each of which adds complexity and stress to their schedules. Our team examined how these skill-sharers might utilize a digital product to improve their hosting experience and designed a simple marketing tool to save them time and effort.

Focus areas: User Research, Ideating

Read more:

 [MarketMe](#)





Can we help millennials find consistency and connection in fitness activities?

Enabling consistency and confidence in millennial fitness lifestyles

My team explored this challenge with careful attention paid toward isolating and identifying the correct problem to solve. Ultimately, we devised a mobile app that would allow millennials to establish sustainable fitness habits while also building relationships with like-minded peers.

Focus areas: Research Synthesis, Information Architecture

Read more:

 [Burn n' Earn](#)

What do rural Dominicans need in their clean water access?

Using research to enable access to products in the Dominican Republic

International NGO Soluciones Comunitarias works to design social innovations to improve lives in Latin America. I conducted user research to inform their first in-country operations across the Dominican Republic in selling water purifiers/filtration systems.

Focus areas: User Research

Read more:

 [Soluciones Comunitarias](#)



Nice Things

Kind words from colleagues

"We had the good fortune to have Karina work on our project and we have all the praise in the world.

Communication was clear, open, and crisp.

Questions were well thought through. Suggestions were right what we needed. Bonus - **she and her team went out of their way to get extra data for the product.** 100% in my book."

- Bill Lennan, client

"Working with Karina inspires everyone to work harder and smarter. She is a **willing contributor**, beautifully eloquent, and one of the sharpest people I've met. She **leads by example and engages team members to contribute their all**. I really couldn't have asked for a more collaborative and creative colleague."

- Ingrid Pohl, colleague

"Karina was an absolute pleasure to work with. She became an exemplar of her position and commonly exceeded expectations of both clients and colleagues. **Her positive attitude is contagious, her work ethic tireless, and her selfless approach to teamwork a breath of fresh air.** Karina is an asset and a highly valued member of any team she joins."

- Brandon Beech, colleague

"Karina excels in **personal and interpersonal competencies**. She is articulate, thoughtful, bright, collaborative, resilient and incredibly diligent."

"I can absolutely attest to Karina's **professionalism, integrity, and work ethic**. **She is someone who gained the admiration and respect of her**

"Karina is thorough and works quickly and efficiently to meet deadlines. She showed considerable **resilience** and **at all times kept her sense of humor**."

- Michelle Sim, manager

**colleagues by the way
that she treats others
and carries herself as
a whole.** She performed
at a level higher than
her role required and set
the standard for
professionalism. I was
particularly impressed
by her relationship-
building skills. She's an
asset to any team."

- Alex Dalrymple, manager

- Corrine Whitaker,
colleague

My Teachers

The books and resources I keep revisiting

Resources

[Why you should ‘read’ a product like a book](#)

[Testing Content](#)

[Menus, Metaphors and Materials: Milestones of User Interface Design](#)

[A User Guide To Working With You](#)

[Systems, Mistakes, and the Sea](#)

[Designers: the only certainty is change](#)

[Decision-Making Biases: Why Terrible Designs Seem Like a Good Idea at the Time](#)

[Make me think!](#)

[The Burnout List](#)

[Creating Net Positives as a Creative](#)

[Redesign: Scales and Hierarchy](#)

[Webwaste](#)

[Speculative Design](#)

Books

[Doorbells, Danger, and Dead Batteries: User Research War Stories](#)

[The Inmates Are Running the Asylum](#)

[The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think](#)

[Shape Up](#)

[Speculative Everything: Design, Fiction, and Social Dreaming](#)

[A Guide to the Good Life: The Ancient Art of Stoic Joy](#)

[Lean UX](#)

[Man's Search for Meaning](#)

[David Copperfield](#)

[More than Good Intentions](#)

[Nothing but a Circus: Misadventures Among the Powerful](#)

Contact Me

If you want to know more, chat about product design, or hear the story of when I interrupted J.K. Rowling's salad course, don't hesitate to contact me:

[Email](#) | [LinkedIn](#) | [Twitter](#) | [Dribbble](#)