

karisa tzeng

EXPERIENCE DESIGNER

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karisatzeng.com

education	NORTHEASTERN UNIVERSITY	
	B.S., Computer Science and Design / EXPECTED 2021 Concentration in Experience Design, minor in Entrepreneurship. GPA: 3.5 / 4.0, Dean's List Certificate, Design Thinking and Entrepreneurship / 2018 Northeastern University's pilot <i>Semester in Silicon Valley</i> program, an intensive 8-week curriculum focused on experience design and entrepreneurship.	
experience	SERVICENOW	
	Field Marketing CX Specialist / JUL 2019 – PRESENT Develop efforts to bring engaging experiences to top accounts, including an in-person executive summit in Seattle and a nationwide mailing campaign.	
	Field Marketing CX Co-Op / JAN – JUN 2019 Generated over \$40M in pipeline through executing seminars, user groups, tradeshow, and other customer experiences. Led initiatives to create consistent messaging on digital touchpoints such as email campaigns.	
	SCOUT DESIGN STUDIO	
	Design Conference Coordinator / SEP – DEC 2018 Designed a cohesive experience through sourcing complementary keynote speakers from the global design community to fit the conference theme. Collaborated with speakers to develop content for talks and panel sessions. Coordinated onsite experience for over 250 students and design professionals.	
skills	MYREGISTRY.COM	
	Junior UX Designer / JUL – AUG 2017 Drove the transition to a modern and consistent user experience by migrating browser, Android, and iOS platforms to Material Design. Designed an engaging onboarding experience and interactive demo for new retail partners.	
	Marketing and UX Design Intern / JUN 2016 – JUN 2017 Owned the design of new group-gifting feature from user research to final implementation. Strategized content for landing pages and email campaigns, and created pitch deck templates for Account Director and President.	
skills	UX Tools Adobe CC (XD, Id, Ps, Ai), InVision, Balsamiq, UserTesting.com	UX Process Information architecture, user flows, UX strategy, wireframing, prototyping, user testing, QA testing, UX writing, project management
	Programming HTML, CSS, JS, PHP, SQL, UML	
activities	Event Volunteer / 2015 – PRESENT Volunteer at SF Design Week, SF Developer Week, Illuminus Boston, and more.	
	Film Festival Host / JUL – DEC 2018 Independently organized series of 12 themed festivals for ~10-25 guests in the Boston community to engage in meaningful discussion over film.	