karisa tzeng

EXPERIENCE DESIGNER

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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 *Semester in Silicon Valley* program, an intensive 8-week curriculum focused on experience design and entrepreneurship.

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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, tradeshows, 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.

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.

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skills

UX Tools

Adobe CC (XD, Id, Ps, Ai), InVision, Balsamiq, UserTesting.com

Programming

HTML, CSS, JS, PHP, SQL, UML

UX Process

Information architecture, user flows, UX strategy, wireframing, prototyping, user testing, QA testing, UX writing, project management

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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.