

karli young

Product Designer

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karliyoung.com | linkedin.com/in/karli-young/

Objective Well-rounded and thoughtful product designer with 3+ years of experience creating both business and customer-facing products. Data and research-driven in approach, with care for balancing both user and business objectives. Collaborative, curious, communicative, and holds a strong attention to detail.

Experience **Servco Pacific, Inc.** | Product Designer

July 2021 - Present | Honolulu, HI

- Collaborate with business stakeholders, developers, and product owners to design new features that delight customers and achieve business goals
- Created a Design System used across our 7 websites, reducing the need for development resources on simple landing pages
- Conducted quantitative and qualitative customer research for Servco Forklift business unit to uncover friction points and areas for growth
- Designed a vehicle tracking web app used across 10 dealerships by 181 employees to update customers on the location of incoming vehicle orders
- Advocate for our users at all steps of our omnichannel touchpoints

Ad 2 Hawaii | Programs & Fundraising Co-Chair

August 2023 - Present | Honolulu, HI

- Improved and re-built website experience on Squarespace as part of pro bono campaign for local non-profit
- Raised \$3,500 and additional sponsorships to fund the organization

Kamehameha Schools | Instructional Design Intern

July 2020 - June 2021 | Honolulu, HI

- Designed interactive digital learning materials for staff and K-12 students
 - Built Microsoft Power Automate script to automatically track course completion and analytics
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Education **Northeastern University** | B.S. Computer Science & Interaction Design

September 2017 - May 2021 | Boston, MA

3.8 GPA

Skills UX Research, User Interviews, Website Analytics (Google Analytics, Microsoft Clarity, Hotjar), Surveys, Information Architecture, Wireframing, Prototyping, Visual Design, Typography, Design Systems, Accessibility, Photography

Interests Travel, Photography, Plant care, Education, Civics, Tennis, Volleyball, Pickleball