Karli Young
Product Designer

karlilcyoung@gmail.com | (808) 347-6489 | Honolulu, Hawaii

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

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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.

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Experience

Servco Pacific, Inc. | Product Designer
July 2021 - Present | Honolulu, HI

• Developed and maintained a centralized design system utilized across seven websites, streamlining page development and improving content management workflows for marketing teams
• Designed a vehicle tracking application, now in use across 10 dealerships by over 200 employees, that enables real-time updates for customers on vehicle order status
• Developed a same-day check web application that is projected to enhance purchasing capability for the Buying Center team and help win deals, as 30% of prospects qualify for this previously non-existent feature
• Analyzed Google Analytics, Hotjar, Microsoft Clarity, Optimonk, and A/B testing data weekly to guide feature enhancements, driving improved user engagement
• Planned and executed research for the Servco Forklift business unit, including recruitment, scripting, customer interviews, and synthesis of findings, resulting in actionable insights for business growth
• Led design considerations and implementation during the migration of four websites to Salesforce Commerce Cloud, ensuring continuity and minimizing user disruption
• Established standardized customer journey maps to consistently identify user friction points and drive improvement initiatives across teams
• Created Figma prototypes, slide decks, and detailed documentation to clearly communicate design rationale and decisions across cross-functional teams

Kamehameha Schools | Instructional Design Intern
July 2020 - June 2021 | Honolulu, HI

• Created engaging digital materials tailored for both staff and K-12 students, enhancing accessibility and retention of key concepts
• Built a Microsoft Power Automate script to streamline tracking of course completion and gather analytics, improving efficiency in performance monitoring and compliance
• Managed and updated content in the Learning Management System, helping to ensure course materials were accessible and up-to-date for learners and instructors

Northeastern University, Khoury College of Computer Sciences | Course Assistant, Fundamentals of Computer Science I
September 2018 - May 2021 | Boston, MA

• Held weekly office hours with students to address fundamental code design and functional programming, enhancing students' foundational understanding and problem-solving skills
• Reviewed and graded assignments averaging over 500 lines of code a week, delivering detailed, constructive feedback to support students' learning and development

• Facilitated weekly 100-minute lab sessions with about 30 students, guiding hands-on coding exercises and reinforcing theoretical concepts to improve understanding and retention

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Volunteering

Grace Honolulu | Grace Kidz, Kids Church Leader
July 2024 - Present | Honolulu, HI

• Provided guidance and support to children, fostering their personal growth, spiritual development, and understanding of core principles
• Led interactive group activities, games, and crafts to reinforce key messages, encouraging teamwork and creativity
• Maintained a safe and welcoming environment by following church policies and adapting lessons for children of various backgrounds and abilities between preschool through elementary school

UXHI | Conference Programming Committee Lead
January 2023 - Present | Honolulu, HI

• Directed programming for a one-day UX design conference with 120 attendees, curating 11 sessions and coordinating with 21 speakers on design-related topics
• Developed and maintained a detailed conference schedule, facilitated speaker communications, and managed real-time adjustments, contributing to a seamless event experience
• Established and organized a portfolio review segment by recruiting qualified volunteer reviewers, coordinating logistics, and managing attendee sign-ups

Ad 2 Hawaii | Programs & Fundraising Co-Chair
August 2023 - August 2024 | Honolulu, HI

• Co-led the overhaul of an improved website experience on Squarespace for our local nonprofit partner's website, enhancing user experience and supporting the organization's outreach goals
• Secured $3,500 in funding from four sponsors, boosting Ad 2 Hawaii's operational budget and enabling expanded programming and community initiatives

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Education

Northeastern University | B.S. Computer Science & Interaction Design
September 2017 - May 2021 | Boston, MA
3.8 GPA

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Skills

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

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Interests

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