

Karen Bao

Product designer with 8 years of experience • 70% design, 30% research

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Experience

Sr. Product Designer @ RBCx Vancouver, Canada

Dec 2022 - Aug 2024, Sr. Product Designer, Mydoh

Mentored and supported 2 product designers to uphold the quality bar, while leading high-visibility projects to upgrade key aspects of the product experience.

Child Home Refresh: Revamped the Mydoh child app's Home tab, resulting in a ~9% increase in key feature engagement rate.

Earn Redesign: Overhauled chore creation and management, achieving a 100% task success rate in usability testing.

App Usability Benchmark: Initiated and partnered with Research to establish product usability baselines, guiding optimization efforts.

Design Operations: Led design team rituals, like capacity planning, design reviews, etc., to drive internal design collaboration.

Jul 2021 - Dec 2022, Sr. Product Designer, Dr.Bill

Hired as the 1st designer for Dr.Bill, partnering with Product and Research to create foundational artifacts (user segments, journey maps, workflows) to drive product discovery.

Design System: Established the product's web and mobile design system, ensuring consistency and simplicity.

Sr. Product Designer @ Flybits Inc. Toronto, Canada

Nov 2019 - Jul 2021

Worked within cross-functional agile team to design a B2B2C personalization marketing tool (web app) used by financial institutions such as Mastercard, Visa, and TD Bank.

White-label Mobile Content Templates: Streamlined content templates for pilot credit card and consumer banking use cases.

UX/UI Designer @ FreshWorks Studio (EY Design Studio) Victoria, Canada

Feb 2018 - Aug 2019

Worked closely with PM, business analysts, developers and QAs to craft digital solutions for cross-industry clients, including Harbour Air, Hootsuite, BC Government, etc.

Intern, UX Designer @ SAP Canada Inc. Montreal, Canada

Oct 2016 - Apr 2017

Supported designing the Retail Assortment Planning web application.

About

With 8 years of experience, I've worked across start-ups, agencies, and enterprise SaaS in fintech, health tech, and marketing tech.

I'm passionate about designing impactful solutions that simplify complex problems and enhance user experiences.

Education

Master of Digital Media

The Centre for Digital Media @
Simon Fraser University
2015 - 2017

B.A. in Advertising

Shanghai International Studies
University
2011 - 2015

Skills

Design Process

Workshop Facilitations
User Journey Mapping
Object-Oriented UX
Wireframing
Prototyping
Interaction Design
Usability Testing

Tools

Figma	After Effects
Principle	UserTesting.com
Framer	Optimal Workshop
Webflow	Amplitude