KAREN CHOW

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EXPERIENCE

HUGE
User experience trainee, June–August 2015 (Brooklyn)
- Redesigned Huge's time-tracking system as a suite of apps for desktop, mobile, and watch
- Conducted user surveys and interviews, created journey maps, and determined task flows
- Aligned user needs with the goals of resourcing and project managers
- Created sketches, wireframes, and interactive prototypes through four iterations
- Tested prototypes with users to make the product more intuitive and fun

UNIVERSITY OF ALBERTA DIGITAL STRATEGY
Web designer and front-end developer, 2003–2015 (Edmonton)
- Determined web strategy by working with clients, analytics team, and UX/design team
- Created site architecture and wireframes based on business and user goals
- Developed responsive sites using Bootstrap, LESS/CSS, HTML, JavaScript libraries
- Designed page templates, media galleries, news teasers, event lists, and application forms
- Supported the University's brand by using the official colours, typography, and logos
- Developed workshops for UAlberta's trainers to educate web users on best practices
- Supported users on a Sitecore CMS through three campus-wide content migrations

LOVERS AND HATERS
Independent fashion designer, 2011–present (Edmonton)
- Designed and produced apparel and accessories for my own label, Lovers and Haters
- Designed business cards, packaging, hang tags, and merchandise displays
- Sourced fabrics and trims in Tokyo, Hong Kong, and New York
- Sold my designs at local markets and the FIT Style Shop

VALERIE DUMAINE and JENNIFER GLASGOW DESIGN
Fashion design intern, Summer 2012 (Montréal)
- Created front and back technical flats in Illustrator for a 38-item collection
- Developed patterns for tunics and dresses
- Cut and sewed samples on industrial machinery

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY
Associate in Applied Science, Fashion Design, 2011–2012
- Researched fashion brands, trends, and markets
- Designed garments through sketching, draping, and patternmaking
- Sourced materials and constructed garments
- Drew technical flats in Illustrator and created tech packs with Web PDM

UNIVERSITY OF ALBERTA
Bachelor and Master of Arts, English
- Studied English literature, writing, graphic design, history of modern art
- Completed a thesis on modernism and popular culture in the 1920s

TOOLS
- Sketch, Illustrator, Photoshop, InDesign, Keynote, InVision, Lucidchart, MindNode
- HTML5, CSS3, LESS, Bootstrap, WordPress, Sitecore, JavaScript libraries

OTHER PROFESSIONAL EXPERIENCE
- Editorial and design assistant, University of Alberta Press
- Humanities computing researcher, Orlando Project
- Technical writer and systems trainer, Pre Print Inc. and Saville Systems