# KAREN CHOW

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## EXPERIENCE

### DONORSCHOOSE
**Product Designer, January 2020–April 2021 (New York)**
- Designed web features (UX and UI) for teachers, donors, and partners
- Developed responsive pages and A/B tests using CSS/Sass and HTML
- Created high-fidelity prototypes in Axure for user testing
- Defined problems, goals, and measures of success with stakeholders and product managers
- Helped research team determine testing goals
- Tracked user activity in Heap and FullStory

### ATTCK
**User Experience Designer, November 2015–January 2020 (New York)**
- Designed the user experience for websites and apps
- Created user flows, journey maps, sitemaps, wireframes, and prototypes
- Conducted user surveys
- Prepared presentation decks with research findings and recommendations for redesign
- Critiqued client designs
- Developed responsive sites using WordPress (PHP), CSS/Sass, HTML, JQuery

### HUGE
**User Experience Trainee, June–August 2015 (Brooklyn)**
- Redesigned Huge's time-tracking system for desktop, mobile, and watch
- Conducted user surveys and interviews
- Created user flows and journey maps
- Created wireframes and prototypes through four iterations
- Tested prototypes with users
- Aligned user needs with the goals of resourcing and project managers

### 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, CSS/Less, and HTML
- Supported the University's brand by using their official colours, typography, and logos
- Supported users on a Sitecore CMS through three campus-wide content migrations

### LOVERS AND HATERS
**Independent Fashion Designer, 2011–2015 (Edmonton)**
- Designed and produced apparel and accessories for my own label, Lovers and Haters
- Designed business cards, packaging, hang tags, and merchandise displays

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY
**Associate in Applied Science, Fashion Design, 2011–2012**
- 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, Axure, InVision, Lucidchart, Github, Optimizely
- HTML5, CSS3, SASS, Bootstrap, WordPress, Sitecore