



Karen Chang

Product Designer

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📁 WORK EXPERIENCE

Justworks Labs · Founding Product Designer

Jan 2022 - Present · New York, NY

- Leading all product branding and the UI/UX of our end-to-end, web-based HR/Payroll product and internal client management dashboard
- Developing a scalable and consistent design and component system from scratch that is also leveraged by other teams at Labs
- Established efficient design processes to allow engineering teams to increase their ship rate from biweekly to daily
- Collaborating with PMs and engineering leads on product strategy
- Contributing directly to the codebase, bringing themes to the product, tackling design-related bugs, and maintaining consistency between designs and the end product

Cyclei · Founding Product Designer

Jul 2022 - Present · Remote

- Pioneering the branding, website, app and overall creative direction for an environmental start-up in its early stages

Konrad Group · Experience Designer

Jan 2021 - Nov 2021 · New York, NY

- Collaborated with design, strategy and engineering teams (internal and external) to tackle each project with research-based strategy
- Projects included designing an internal digital point of sale and store management experience for AutoZone, marketing and product sales websites for Trulli Audio, and developing the branding, marketing website, and mobile app for Brookfield Properties

The Infatuation Inc · Partnerships Branding & Marketing

Feb 2019 - April 2020 · New York, NY

- Established design processes, sales pitch templates, and creative assets in order to maintain the company's visual identity in-market
- Utilized web, social, video, email and experiential tactics to develop and pitch partnership programs through rich storytelling and strategic narratives

The New York Times Company · Associate Strategist

Mar 2018 - Feb 2019 · New York, NY

- Developed a variety of 120+ brand partnerships, ad products, and creative capabilities via written creative briefs and visually-driven pitch decks, bringing over \$4M in revenue for T Brand Studio

🎓 EDUCATION

DesignLab UX Academy

Completed over 480+ hours of UI/UX design coursework & participated in weekly group crits

New York University

B.S. in Media, Culture & Communication, Minor in Studio Art, Dean's List

🔧 SKILLS

UI/UX Design

User Research & Testing

Wireframing

Prototyping

Interaction Design

Basic CSS/HTML

Creative Strategy

Branding & Marketing

Data Analysis

Mandarin Chinese

French

🛠️ TOOLS

Figma/Sketch

VS Code

InVision

Framer

Balsamiq

Miro

Adobe CC

G Suite

Microsoft Office