



KAREN YUNG

LEAD PRODUCT DESIGNER

Over 15 years of technology start-up, client-side, design agency and government experience designing applications, campaigns and design systems at scale. Client list includes: NSW Government, eBay, Commonwealth Bank, The Active Network, GE, American Express, Sony Pictures, Nike, and Ford Motors. Specializing in human-centered design for digital products with strategic agile design approaches and strong front-end knowledge of new technologies. Passionate about design thinking and visual design.

CONTACT

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WORK

Jan 2018 - Present
Sydney, AU

● PRINCIPAL PRODUCT DESIGNER Service NSW / NSW Government

End-to-end design of a new SAAS application product to replace complex legacy software for government service centres with over 1000 transactions to redesign, involving discovery, user research, streamlining processes, problem solving, running workshops, prototyping, user testing and working closely with team to reiterate and release often, using Agile and Lean methodology. Working in a small product team, with training at Pivotal Labs. Hiring & mentoring designers, running a design guild and fostering design culture within the organisation.

2017
Sydney, AU

● SENIOR UI/UX DESIGN CONSULTANT eBay Australia

UI/UX design for eBay Australia site and customisations to global site. New product design and innovation thinking with US team for Top Products and Google Home. Admin design for creating custom product pages. UI/UX design and prototyping for bringing the grocery shopping experience to eBay AU.

2014 - 2016
Sydney, AU

● LEAD UI/UX DESIGNER Service NSW

UI/UX design for large-scale government digital transformation project with complex transactions for website and mobile app, including drivers licence, vehicle registration, payments platform and digital licencing applications. Mapped journeys, created wireframes, led visual design, created styleguide, high fidelity prototypes, for mobile first and website applications. Managed and collaborated with external agencies to design mobile apps.

2012 - 2014
USA (Remote)

● LEAD VISUAL DESIGNER The Active Network (NYSE: ACTV)

Lead visual designer of new social events registration web and mobile app. Design of enterprise application UI styleguide for over 30 products. Worked remotely from Sydney, leading a team of 5 visual designers globally, collaborating closely with UX designers and overseas developers, oversaw design of multiple products, helped with hiring new designers, reported to US Global Creative Director.

SKILLS

- Human-Centered Design
- Design Thinking Approach
- Agile/Lean UX Techniques
- UI & UX Best Practices
- Visual Design & Sketching
- Wireframing, Prototyping
- Design Systems
- Motion Design
- Branding and Marketing
- Collaborating in Teams

TOOLS

- Pen and Paper
- Sketch, Figma, Invision, Zeplin
- Framer, Flow, Principal, Axure
- Adobe CC
- HTML/CSS

AWARDS

2012 "Hysteria" website:
W3 Gold Award, Davey Silver
Award

2012 "A Dangerous Method"
website: W3 Silver Award, Davey
Silver Award

2011 "Midnight in Paris" website:
W3 Silver Award, Davey Awards

2011 "Beverly Hills Conference
& Visitors Bureau" website:
WebAward - Travel Category

2010 Aramark Parks Websites:
Adrian Gold Award

2010 "The Upsetter" website:
W3 Silver Award, Davey Silver
Awards

2010 "An Education" website:
W3 Silver Award, Davey Gold
Awards

2010 "The Last Station" website:
W3 Silver Award, Davey Gold
Award

2009 "Rachel Getting Married"
website: Davey Silver Award

2009 "Frozen River" website:
W3 Silver Award

2008 "Youth Without Youth"
website: W3 Gold Award, W3
Best in Show

2008 "Married Life" website:
W3 Silver Award

2007 "Angel-A" website:
W3 Silver Award

2007 "The Lives of Others"
website: W3 Silver Award

LANGUAGES

English (fluent)

French (conversational)

Chinese (conversational)

INTERESTS

Travel Off the Beaten Track

Nature & Sustainability

Snowboarding & Surfing

Cycling

Organic Food

Art & Design

Yoga & Meditation

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WORK (continued)

2011 - 2012
Sydney, AU

FREELANCE LEAD DIGITAL DESIGNER

Agencies: Lavender CX, VICE, The Works, Imagination, M&C SAATCHI, JOY

Designed digital campaigns for major brands at leading agencies: Nike, Commonwealth Bank, ANZ, Westpac, St. George, American Express, GE, Ford Motors, Subaru, Skoda, Air NZ, Rdio, Optus, Nestle, Canadian Club.

2006 - 2012
Los Angeles

FREELANCE LEAD INTERACTIVE DESIGNER

Agencies: Mixed Media Workshop, RTP Interactive, Yungraphik

Designed award-winning interactive websites for Sony Pictures Classics films and tourism websites for major resorts. Designed branding and websites for various business start-ups. See awards on left.

2004 - 2006
Portland, Oregon
Vancouver, Canada

FREELANCE INTERACTIVE DESIGNER

Agencies: Nike, Intel, Coldwell Banker, Nemo Projects, Summit Projects, New Group, Blast Radius

Designed and built interactive Flash applications

EDUCATION

UNIVERSITY OF BRITISH COLUMBIA

Web & Multimedia Development Certificate

CORNELL UNIVERSITY

College of Human Ecology

Design & Environmental Analysis - Bachelor's Degree

Business & Marketing - Minor Degree

REFERENCES

"I have worked with Karen twice in my career - and I would do it a third, fourth, fifth time if I could. I have hired her both as a designer, and most recently as a manager. She led her team with grace and professionalism - she not only offered them design critique, but also demonstrated how to be a design leader. Karen is a problem solver. She really thinks about design, and asks the right questions with the end product in mind. Whether mobile, software or consumer web, she helps create great, user experiences."

- **Margaret Cyphers, Design Director @ Google (G Suite)**

"Karen is a great designer who learns, adapts, and shines quickly. Karen joined our team during a very busy time, and was pivotal in delivering a high-profile project on time, and with a smile. She is a real gem, and would be an excellent addition to any team."

- **David Clarke, Executive Creative Director @ HUGE (NY)**