

KAREN DOUGLAS

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USER EXPERIENCE DESIGN LEAD

I am passionate about getting the experience right for users from first interaction through to conversion.

Extensive creative digital design experience with focus on creating usable and delightful online experiences within financial industry. Work with many Fortune 500 companies, leading clients and project teams to create simple, intuitive experiences from complex financial flows. Driven to get experience right for the user, while balancing their needs with needs of business and technology. Strong communication and negotiation skills. Areas of expertise include:

- Information Architecture Design
- Whiteboarding
- User Flow Diagrams
- Wireframing
- Prototyping
- User Interface design
- Usability Testing/Research
- Persona and User Journey Mapping

PROFESSIONAL EXPERIENCE

TEKsystems - SAXUM, Kansas City, MO

2019 - 2020

User Experience Design, contractor

UX/UI product development for SAXUM client.

- Collaborate with Strategy, Creative Director, Project Team and Development to craft engaging, responsive online experiences.
- Create information design, wireframes, annotations and visual design for client websites.

H&R BLOCK, Kansas City, MO

2017 - 2019

User Experience Design Lead

Led UX/UI conceptual development, crafting thoughtful, engaging experiences for www.hrblock.com.

- Produced wireframes and prototypes to facilitate the creation of frictionless customer journeys based on data, personalizing conversion paths while also collaborating with team members to optimize conversions. These experiences answered specific user and client needs to solve complex design challenges and introduced new, innovative ideas into our digital ecosystem.
- Facilitated user research, heuristic evaluations, and contextual inquiries to help define and drive the vision of user-centered design.

GREAT WEST FINANCIAL | EMPOWER RETIREMENT, Kansas City, MO

2014 - 2016

User Experience Design Manager (2014 - 2016)

Translated business strategies into design opportunities for staff by connecting unique skills and passions to design opportunities.

- Fostered collaborative work environment by mentoring and motivating UX/UI Design and front-end Development teams within Agile/Lean workflow.
- Advocated for User Experience practice across 3 heritage organizations, laying foundation for sustainable process.

J.P. MORGAN RETIREMENT PLAN SERVICES, Kansas City, MO

User Experience Design Lead (2008 - 2014)

Supervised development of UX/UI team including hiring internal and external resources and mentoring and managing projects and timelines. Translated complex concepts and ideas, first into flows, then wireframes and finally into polished HTML prototypes.

- Collaborated with clients, managers, business analysts and technology teams, converting customer and business requirements into top-tier customer-centric experiences.
- Conducted research, usability studies, and stakeholder interviews, informing design process and presenting UCD recommendations to strategy, marketing, and product groups.

- Led redesign for www.plansponsorportal.com, creating new interface, resulting in 90% increase of client satisfaction scores (from financial industry benchmarking service) across board; highest increase in site history.
- Headed relaunch for www.retireonline.com (mobile product), managing offshore team and leading CSS and brand redesign.
- Managed project, www.participantdemo.com, (demo tool), with annual budget of \$100K for use during RFPs, sales, marketing, and retirement education meetings.

Senior Multimedia Designer (2003 - 2007)

Developed creative solutions and visual designs for sales and marketing departments using Flash, Final Cut Pro, and HTML.

- Led Flash design for marketing initiatives in fast-paced environment to fortune 500 companies, as well as client facing educational campaigns, by creating Flash-based animated e-cards, HTML e-blasts, and videos.
- Produced award-winning Flash-based match game, increasing enrollment in plan with 12% response rate in returning QuickEnroll form; of those responding, 86% increased contributions to full company match of 6%.

ADDITIONAL EXPERIENCE

AMERICAN CENTURY | J.P. MORGAN RETIREMENT PLAN SERVICES,

Multimedia Designer, Kansas City, MO (1993 - 2003)

- Represented marketing message of sales and client development team visually through creation of PowerPoint, Quark, and Flash presentations.
- Introduced Flash and Video development to sales and client development team.

BEACH BUMS CARTOON CAFE, BEACH BUMS PRODUCTIONS,

Co-Owner, Developer, Overland Park, KS (2005 -2007)

Tropical beach theme with 2 25-foot video screens, unique cartoon features, and arcade cave.

- Devised and developed new concept, focused on creating family environment.
- Served as art director for creative team, conceptualizing and creating characters.
- Oversaw specialized vendors for physical site build.

EDUCATION

Bachelor's Degree, Commercial Art (1990)

ORAL ROBERTS UNIVERSITY, Tulsa, OK

Associate Degree, Advanced Computer Graphic Design (1996)

PLATT COLLEGE, Denver, CO

CERTIFICATIONS

Certified Usability Analyst (CUA), Human Factors International (2013)

TECHNICAL SKILLS

User Experience Design and Research | UI Design | Wireframes | HTML/CSS/JS Prototypes | Axure | UXPin | Sketch | InVision | Dreamweaver | Photoshop | Illustrator | Flash Animation Design | Final Cut Pro