

Karen Park

Product Designer

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thekarenpark.com

646.799.3949

Experience

Arc / Staff Product Designer

Nov 2022 – Oct 2023

- Lead design solutions that define the cash management experience.
- Build end-to-end, spec'ing projects, presenting multiple versions and variations, mapping out flows, designing high-fidelity screens, and QA-ing implementation.
- Lead designs for Onboarding, Payments, Homepage, Vendor management and Yield account dashboard.

Gemini / Senior Product Designer

Jan 2020 – Nov 2022

- Main visual designer for Gemini Credit Card for mobile and web.
- Lead Product Designer for redesigning Homepage, Notifications and Settings.
- Facilitated cross functional workshops with key stakeholders for alignment on product goals, requirements, rollout plans, and feature prioritization.
- Established the first iteration of Gemini's design system, establishing color palettes, tokens, components, distributing them to all teams, and working with engineers for implementation and QA.

Deloitte Digital / Visual Designer

Sep 2015 – Dec 2019

- Designed e2e products for a range of clients across financial sectors, higher education, eCommerce, and telecommunications
- Conducted user interviews, focus groups, usability testing then synthesized into design decisions and product strategies

Gucci / Producer

Sep 2010 – Sep 2013

- Designed Category pages, Gucci Careers, wishlist and various pages on Gucci.com worldwide for desktop and mobile
- Coordinated and planned for the design and content that go on Product Detail pages, Homepage, and News pages, while working with the corporate brand and merchandising teams

Education

Parsons School of Design / BFA

2010

Skills

- UX/UI
- Visual design
- Design Systems
- Design Strategy
- Accessibility
- Prototyping