

# Angela Karinn

# Lead UX Designer

angelakarinn@gmail.com | 403.466.5424

[angelakarinn.com](http://angelakarinn.com)



**Location:** Victoria, British Columbia

**Local Timezone:** PST

**Work Timezone:** Flexible

## EMPLOYMENT

### UX Lead | Freelance

Jan 2009 — Present, North America

- Providing UX research, strategy, and design services to a wide range of clients throughout Canada / USA

### UX Design Manager | Dentsu International: Merkle

Feb 2021 — July 2022, Denver, Colorado

- Led complex UX projects for Fortune 500 companies, while mentoring and managing junior designers

### UX Design Director | Dentsu International: Gyro

Aug 2019 — Feb 2021, Denver, Colorado

- Contributed to new business while delivering UX work across the full project life cycle for B2B clients

### UX Design Lead | Graphiti

Aug 2016 — Jul 2019, Seattle, Washington

- UX research, Strategy, wireframing, rapid prototyping and information architecture for a wide range of clients

### Senior Digital Designer | Getty Images

Jul 2014 — Jul 2015, Seattle, Washington

- Created a templated design system for iStock emails, and redesigned the Getty Images Stewardship website

### Art Director | The Knowledge Network

May 2012 — Jun 2013, Vancouver, British Columbia

- Curated photography, and executed a range of digital projects, including a redesign of the BBC Kids website

### UI / UX Designer | Leap In Entertainment

Aug 2007 — Dec 2008, Vancouver, British Columbia

- Collaborated w/ engineers and 3D artists on a social in-browser game in an agile development environment

## TEACHING

### Concordia University | Sessional Instructor

Sept 2023—June 2024, Remote

- Course plans and instruction for the accelerated Continuing Education UX Certificate

### Mount Royal University | Sessional Instructor

Jan 2023 — Present, Remote

- 3-hour weekend workshops for Adult Learners (Design Thinking, UX Design Fundamentals).

### UX Design

15 Years

### UX Research

6 Years

### UX Strategy

6 Years

### Agency

7 Years

## EDUCATION

### Bachelor of Communication Design

2004 — 2007, Emily Carr University of Art & Design

### Certificate of Fine Arts

2003 — 2004, Kwantlen University College

### Diploma of Writing and New Media

2001 — 2003, College of New Caledonia

## CURRENT STUDIES

### Social Science Research Methods

Completion of October 2024, Royal Roads University

### Leading for Creativity

Completion of August 2024, IDEO

## SKILLS

### Design

Sitemaps, Information Architecture, User Flows, Wireframes, UX Writing, Interactive Prototyping, High-Fidelity Mockups, Design Systems, Art Direction, Components, Typography, Layout

### Research

Test Plans, User Tasks, User Scenarios, Stakeholder Interviews, User Interviews, Surveys, Card Sorting, Tree Tests, Prototype Testing, Data Analysis, Remote, In-Field, Quantitative, Qualitative

### Strategy

Workshop Facilitation, Personas, User Journeys, Concept Design, Project Planning, Competitive Analysis, Analytics, Business Goals

### Technical

Figma, Figjam / Miro / Mural, Dovetail, Adobe Creative Suite, Google Slides, Powerpoint, (XD, Photoshop, Illustrator, InDesign, Acrobat), HTML, CSS, CMS, Agile

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## SELECT PROJECTS

### Boonli | School Meal Order Management

2023, Remote

- Delivered a modernized design framework and detailed MVP designs for an application running on 17-year old legacy code

### ASHA | American Speech and Hearing Association

2023, Remote

- Facilitated user research, delivered user journeys, and designed concepts for a healthcare governance body

### Genesys Works | Non-Profit Youth Skills Training

2022, Remote

- Created a testing plan across diverse audiences, including surveys and interview guides

### Nagase | Japanese Product Manufacturer

2021, Remote

- UX Lead in an interdisciplinary team conducting an in-depth discovery project to strategize their future digital footprint

### T. Rowe Price | Financial Investing

2021, Remote

- Led redesign efforts in close collaboration with content, to guide users through their options for retirement planning

### McCain Foods | French Fry Manufacturer

2019 – 2021, Hybrid & Remote

- Led UX Research, Strategy, Design and execution of the Digital Sales Enablement Modernization Project

### ChubbNet | Consumer and Corporate Insurance

2019, Remote

- Modernized a dashboard tool for underwriters to assess client risk using the brand's existing style guide

### Colliers | Commercial Real Estate

2018, On-Site

- Technical redesign of the property detail pages and property search experience

### Zumiez | Youth Clothing [eComm and Brick & Mortar]

2017-2018, On-Site

- Designed, prototyped, field-tested, and delivered a new version of the mobile website

### Neighborcare | Non-Profit Healthcare

2017, On-Site

- Led the redesign of a patient-centered website via In-Field User Research, Strategic Analysis, UX Design, and Art Direction

## LEADERSHIP

### Winning Pitches

- UX Lead for multiple RFP responses and winning proposals including McCain Foods and Google Fiber

### Lunch & Learn

- Organized and conducted a "UX Design Tools" training session for non-digital designers

### Weekly Design Bootcamp

- Presentation: "UX Writing and Content Collaboration"
- Presentation: "Defending Design Decisions"
- Organized and recruited weekly presenters

### Stakeholder Workshop

- Colliers Real Estate: Facilitated an all day session to build customer empathy, align on strategy, and prioritize website features

### Ideation Workshop

- Zumiez: Led group sketching and brainstorming activities as input for future forward concept designs

## SELECT CLIENTS

AAA Insurance

iStock

Amazon

JLL

AXA

Knowledge: Network

BBC Kids

McCain Foods

Best Buy

Microsoft

Bliss

Nintendo

Chubb Insurance

Starbucks

Colliers International

T-Mobile

Fred Hutch Cancer Center

T. Rowe Price

Getty Images

Transamerica

Google Fiber

VMware

Grainger

Zumiez