

# KAREN PANG

CUSTOMER EXPERIENCE DESIGNER

## PROFILE SUMMARY

As a young professional I am driven to embrace new challenges, combat tough and stimulating situations and utilise my knowledge and experience to create, enhance and discover new abilities and cultivate full potential.

## PROFESSIONAL SKILLS

### PROGRAMS

Sketch	<div style="width: 40%; background-color: #FFC107;"></div>
Invision	<div style="width: 40%; background-color: #FFC107;"></div>
Axxure	<div style="width: 60%; background-color: #FFC107;"></div>
Adobe XD	<div style="width: 50%; background-color: #FFC107;"></div>
Adobe Photoshop	<div style="width: 30%; background-color: #FFC107;"></div>
Adobe Analytics	<div style="width: 55%; background-color: #FFC107;"></div>
Monetate	<div style="width: 35%; background-color: #FFC107;"></div>

### SKILLS

Creative/Project Management  
AB Testing  
HTML & CSS  
Communication & Presentation  
Data Analysis  
Audit Assurance & Accounting

## WORK EXPERIENCE

### J.P BODEN (London, United Kingdom)

#### Customer Experience Designer (Jan 2018, 1Y)

- Create User Profiles, User Flows, Customer Journey Maps, Wireframes and Prototypes (for Mobile, Desktop and iPad devices)
- Deliver qualitative and quantitative reports on CX Optimisations of Customer Touch Points, Navigation, Promotion/Campaigns through frequent AB Testing, Data Analysis and Customer Feedback
- Collaborate with teams in Creative, Brand, Marketing and Front End Developers in Digital Design and Production to establish a strong digital voice and create an online presence for inspiration and commerce
- Strong Project Delivery and Stakeholder Management from Brand/Marketing brief ideation, Creative/UX planning, Front End Dev. execution, to presentation of final design iterations to Stakeholders and Directors

### UBER (London, United Kingdom)

#### Partner Experience Specialist (July 2017 - Oct 2017, 4M)

- Digital Content, Design and CX Project Producer of **Asimov** (online remote on-boarding for Partner drivers, and **Concierge** (CX Project aiming to improve operational efficiencies - launched across UK and Ireland)
- Planned, designed and moderated usability testing with internal and external users, analysed qualitative and quantitative data to present findings to stakeholders

### UBER (Melbourne, Australia)

#### Partner Experience Specialist (April 2016 - July 2017, 1.5Y)

- Administrative skills in Inbound and Outbound processing, maintenance and organisation of documentation

### PRICEWATERHOUSECOOPERS (Melbourne, Australia)

#### Trainee Auditor - (March 2014 - April 2016, 2Y)

- Investigate client operations and needs thoroughly, communicate findings and results efficiently and effectively, coordinate sufficiently and it work papers and report responsibly audit findings to present to client Board of Directors.
- Ensuring an eye for detail in researching client company strategic goals, financial functioning and customer mapping. Also, to understand client risk tolerance and internal controls to identify performance improvement opportunities and communication effectiveness.

## PAST EDUCATION

### General Assembly (London, United Kingdom)

UX Design Intensive Course, 2018

Better Design: Prototyping, 2018

Customer Journey Mapping, 2018

- Completion of the above intensive courses, assisted me to advance my knowledge by keeping up to date with industry standards and in-demand skills
- Learnings included building wireframes, implementing best practices for common design patterns and analyse business goals from a user perspective

### Monash University (Melbourne, Australia)

Bachelor of Commerce (2014 - 2018)

Major in Accounting, Major in Management & Minor in Philosophy

- Completion of Core Commerce studies
- Completion of Accounting Major

---

## HONORS AND AWARDS

UBER GLOBAL COMMUNICATION OPERATIONS (LDN)  
Customer Service Experience Recognition 2017

PRICEWATERHOUSECOOPERS (MEL)  
Traineeship Program 2013

BINDER DIJKER OTTE (MEL)  
Cadetship Program 2013

DUKE OF EDINBURGH AWARD (MEL)  
Bronze Award 2012

---

## EXTRA-CURRICULAR ACTIVITIES

- Soccer and Netball Player
- International Traveller
- Photographer and Videographer - freelance
- Artist Liaison volunteer - SofarSounds (London, UK)

## CONTACT

Email: [ux.karenpang@gmail.com](mailto:ux.karenpang@gmail.com)

Number: +61 0432 598 185

LinkedIn: [www.linkedin.com/in/karenjpang](http://www.linkedin.com/in/karenjpang)