

# K A R A C H E N G

## UX DESIGNER | PRODUCT DESIGNER

---

626 – 602 – 4677 | [karapcheng@gmail.com](mailto:karapcheng@gmail.com) | Los Angeles, California | [LinkedIn](#) | [Portfolio](#)

---

### PROFESSIONAL OVERVIEW

I design digital experiences, from websites for emerging brands to UX strategy for global ones. With a foundation in project management, I've led large-scale web and marketing initiatives for Nike, Apple, and Nissan. I excel at cross-functional collaboration, navigating technical workflows, and delivering impactful, user-centered digital products. My UX training sharpened my product thinking – from early research to wireframes and prototypes – giving me the tools to design with empathy and purpose. For me, success has always been about getting the job done, done well, and done together.

### WORK EXPERIENCE

*Critical Mass | Project Manager | Nike* *February 2025 – Present*

- Lead project management for a \$1.48M portfolio of 40+ North America campaigns, collaborating with a cross-functional team of designers, creative engineers, strategists, and marketing scientists.
- Drive strategic planning, resource allocation, and revenue tracking to facilitate project execution across multiple workstreams.

*Freelance | UX Designer* *February 2024 - Present*

- Drove a 640% increase in site traffic after designing and launching an early-stage e-commerce site for an emerging ice cream brand.
- Provide end-to-end UX services for new e-commerce brands, spanning food to fashion, focusing on research driven, user-friendly digital experiences that balance business goals with user needs.

*Critical Mass | Project Manager & UX Designer | Nissan & Infiniti* *February 2023 - January 2025*

- Managed UX design and site optimization projects across Nissan USA & Canada and Infiniti USA & Canada, including redesigns, site maintenance, and A/B testing.
- Contributed to UX strategy and design ideation for Nissan & Infiniti's digital storefront by shaping user flows for purchasing products and services on NissanUSA.com and InfinitiUSA.com.
- Led multidisciplinary teams covering strategy, design, SEO, marketing science, and development, to deliver user-centered outcomes on 10+ projects with budgets up to \$750K.

*Critical Mass | Project Manager | Apple Performance Marketing* *May 2022 - February 2023*

- Managed end-to-end design production for 8+ dynamic global ad campaigns across 12+ markets in North America, Latin America, and Asia.
- Led an Agile team to successfully deliver 50 – 500 static and motion assets per campaign across display and social platforms amid competing priorities, shifting timelines and scope.

---

### EDUCATION

*BrainStation | UX Design Diploma* *2023 – 2024*

- Completed a 12-week hands-on intensive program covering end-to-end UX/Product design, including research, persona development, user flows, wireframing, prototyping, and usability testing.
- Conceptualized and designed "Bridgit," an app aimed at enhancing digital literacy among senior users, applying UX methodologies and tools to deliver a high-fidelity prototype.

*University of California, Los Angeles | BA of Fine Arts* *2012 – 2015*

---

### TOOLS

|            |              |                 |                  |
|------------|--------------|-----------------|------------------|
| Jira       | Workfront    | Figma           | Apple iWork      |
| Confluence | HTML (Basic) | Adobe Photoshop | Google Workspace |
| Smartsheet | CSS (Basic)  | Adobe Acrobat   | Microsoft 365    |