

K A R A C H E N G

UX DESIGNER | PRODUCT DESIGNER

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

PROFESSIONAL OVERVIEW

I design digital experiences, from websites for emerging brands to UX strategy for global brands. 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 design 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.
- Led multidisciplinary teams covering strategy, design, SEO, marketing science, and development, to deliver user-centered outcomes on 10+ projects with budgets up to \$750K.
- 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.

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.
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EDUCATION

BrainStation | UX Design Diploma 2023 – 2024
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