KARIN KAWAMOTO
UX Designer, Director, Strategist

917.684.5924 • karin@karinkawamoto.com • linkedin.com/in/karinkawamoto

PROFESSIONAL SUMMARY

UX and product design director, directing some of the most complex and iconic design projects in finance, with a long track–record of delivering in transactional design, insurance, consumer packaged goods, blockchain, and e-commerce. A strategic partner to executives, technology and business teams, with a focus on excellence in execution. Passionate about building and scaling UX teams and methodologies for organizations of all sizes, and a wide array of digital ecosystems.

EMPLOYMENT HISTORY

WELLS FARGO, VICE PRESIDENT
OCT 2021-PRESENT, NEW YORK, NY

Leads design for the application that manages capital markets application for the bank's holdings, in collaboration with product, developers, business stakeholders, and senior management.

- Completed creation of a design system for the application, based on an existing JavaScript library, in three months and gained full adoption by development team, while ensuring that system met accessibility compliance standards
- Created component version of design system that enables rapid design cycles and facilitates low fidelity prototyping
- Onboarded the entire team of over 90 collaborators to Figma/Figjam to facilitate more efficient review cycles

TIME STEP CONSULTING, LLC, DIRECTOR
2015-OCT 2021, NEW YORK, NY

Award–winning user-experience design for Fortune 100 companies. Designed and developed methodologies for organizations seeking to incorporate UX best practices into development processes, including agile. Experienced in complex UX applications, e-commerce, mobile applications, and responsive design.

Build, mentor, and manage teams of UX practitioner and multidisciplinary teams, including both technical UX skills and soft skills. Expert hands–on designer, whose key clients include:

- **LEADING DEBT COLLECTION COMPANY**: Spearheaded design and strategy for US business as part of a virtual agency, introducing innovative approaches to debt collection via UX design and testing
- **CLOUD-BASED ENTERTAINMENT PRODUCTION FINANCE & MANAGEMENT COMPANY**: Led UX design for a newly acquired division that manages physical assets for production crews, and introduced a standardized design system
- A **BLOCKCHAIN STARTUP**: Product-managed and designed applications that illustrated blockchain technology applied to enterprises to streamline business processes, building a proof–of–concept in two months
- **VEROS**: Redesigned core website architecture for a new business area to enable an increase in market penetration
- **EDCO**: Redesigned crowdfunding site to integrate functionality that makes them competitive with best–in–breed and increased market share
- **CENTRIC DIGITAL**: Led UX strategy and design for primary research phase for major retailer, regional bank, and one of the largest internet services and tech companies in the world
- **DEUTSCHE BANK**: Designed interface for major regulatory filing system

GOLDMAN SACHS, VICE PRESIDENT-NY UX MANAGER
AUG 2014-AUG 2015, NEW YORK, NY

- Oversaw multidisciplinary team of researchers, UX designers, video editors, and graphic designers for NY flagship office, and recruited and managed freelancers and interns, with high headcount retention
- Developed methodologies, design strategies, and design system for global UX team; established standard templates, research, design, and test methods
- Created engagement model to provide design and consulting services to a firm–wide range of internal developers and business clients
- Coordinated vendor relationships with agencies and consultancies who provided UX and design services to the firm
- Spearheaded UX design for key strategic projects, including analytical tools, trading ideas, research tools, public marketing sites, and a mobile application that was commoditized and spun off (to generate revenue)

TANDEMSEVEN, USER EXPERIENCE DIRECTOR
APR 2007-MAY 2013, NEW YORK, NY

- Shaped UX sales strategy; directed, and led design for projects for the firm's prestigious Fortune 100 clients, delivering the most profitable projects in the history of the firm during tenure
- Fostered hiring process that increased firm from eight to over 60 consultants, poising firm for eventual acquisition
- Standardized methodology and templates for TandemSeven's practice for personas, wireframes, task flows, and competitive reviews
- Guided process approach, creating methodologies and design systems for user-experience design projects ranging in duration from three months to three years, leading teams that ranged in size from two to fifteen consultants
- Example projects (a few of dozens):
  - Orchestrated multi–year effort at **Bloomberg L.P.**, on the design of several strategic business applications, rationalizing and simplifying part of their complex ecosystem of information and tools to retain an increase market-share
  - Supervised and executed primary research project on over 250 subjects in four countries to gather insights for the redesign of **Bank of America's** institutional client and employee portal, yielding a multi-year strategic roadmap
  - Developed UX for **Staples** employee intranet, winning a Top Ten Intranet by Nielsen Norman Group for 2012
  - Overhauled **Wall Street System's** cash management system, which generated an increase in penetration including some large corporations and the central banks of several European countries
  - Redesigned **Colehaan.com** for a new platform, including responsive designs (for phone and tablet)

OGILVY, DIRECTOR INFORMATION ARCHITECTURE, UX
2005-APR 2007, NEW YORK, NY

- Headed information architecture business development and design for major brands that included **American Express**, **Morgan Stanley**, DHL, **Aflac**, **Unilever**, **Continental Airlines**, American Chemistry Council, Kodak, **Pfizer**, and **Sears**
- Developed UX strategy for marketing microsites, complete corporate sites, and large–scale web applications that enhanced Ogilvy's development methodology and accommodated a growing number of transactional sites in the portfolio
- Responsible for defining the user-experience for **23 clients**, **62 projects**, and **24 new business** pitches; managed a team of information architects that flexed between a headcount of **10–35**
- Mentored staff to improve analytical, presentation, and political skills, in addition to improving visual representations of concepts, defined deliverables, workflows, approving staff plans, and SOWs for IA work

SKILLS

UX METHODOLOGIES | STRATEGY | TEAM TRAINING

DESIGN SYSTEMS

COMPLEX SYSTEMS AND APPLICATION DESIGN (SKETCH, AXURE, ADOBE CS, INVISION, FIGMA)

MOBILE DESIGN (IOS, ANDROID, RESPONSIVE)

LIGHT INTERACTIVE PROTOTYPING

AGILE PROJECT MANAGEMENT

REQUIREMENTS WORKSHOP FACILITATION

BUSINESS ANALYSIS

AWARDS & HONORS

NIELSEN NORMAN GROUP 10 BEST INTRANETS–EMPLOYEE INTRANET FOR STAPLES

PANELIST AT WORLD USABILITY DAY: THE USABILITY OF FINANCIAL SYSTEMS, NEW YORK, NY

PANELIST A NYC UXPA DISCUSSION ON "ROLES AND EXPERIENCE IN THE USER EXPERIENCE INDUSTRY"

WEBBY AWARD FOR KNOWMENOPAUSE.COM

GUEST LECTURER AT THE NEW YORK INSTITUTE OF TECHNOLOGY

PORTFOLIO

www.karinkawamoto.com
(password available upon request)

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE
B.A. in Sociology and Psychology, minor in Music

Additional experience available upon request