

K a r m a

M c C a r t n e y

UX | UI DESIGNER

karmamccartney.com

DESIGN & UX

Design Systems
Wireframing
Proto-typing
User Flows
Usability Research
Information Architecture
Site Maps
Visual Design
A/B Testing

TOOLS & SOFTWARE

Figma Proficiency
Adobe Suite
Paper + Pencil
Mac OS
Windows

COLLABORATION PROCESS

Agile Workflow
Design Thinking
Cross-Functional Collaboration
Strategy
Communication
Presentation

PROFESSIONAL STRENGTHS

Empathy
Creativity
Problem Solving
Time Management

EDUCATION

General Assembly - 2019
UX | UI Product Design
Santa Monica, CA

UCLA Extension - 2023
Cybersecurity
Westwood, CA

PROFESSIONAL SUMMARY

UX | UI Designer with 10+ years of experience creating scalable, user-centered digital products across e-commerce, marketplace, and SaaS environments. Skilled in translating complex workflows into intuitive interfaces through user research, usability testing, and iterative prototyping. Adept at building and maintaining design systems, collaborating with cross-functional teams, and driving measurable improvements in engagement, conversion, and accessibility. Experienced with Figma, Adobe Creative Suite, and modern UX best practices that align business goals with exceptional user experiences.

WORK EXPERIENCE

UX | UI Designer & Content Strategist **2019 - Present**
Design By Karma - Freelance Remote

- Led user research and competitive analysis to uncover key usability and security friction points, informing data-backed design decisions for multiple client products.
- Created comprehensive user flows, wireframes, and prototypes that embedded privacy-by-design principles while ensuring compliance with accessibility guidelines.
- Partnered closely with developers through iterative testing cycles to refine interface behavior, improving user confidence and delivering smoother, more intuitive product experiences.

Product Designer & Content Strategist **2023 - 2023**
Loomenti Remote

- Identified inconsistencies across product surfaces and fragmented design components that caused user friction in onboarding and checkout flows.
- Built and scaled a unified Figma design system, standardizing patterns and improving developer handoff efficiency across platforms.
- Partnered with cross-functional teams (PMs, engineers, and data) to translate research insights into prototypes and tested iterative solutions through usability studies.
- Streamlined onboarding and discovery workflows, achieving a 35% faster sign-up process, 30% increase in engagement, and 25% reduction in bounce rates.

Senior UX | UI Designer **2022 - 2022**
Havas Health & You Remote

- Collaborated with strategy, product, and engineering teams in an Agile environment to design and deliver responsive web and mobile experiences for major healthcare brands.
- Produced detailed journey maps, annotated wireframes, and high-fidelity prototypes in Figma, ensuring smooth developer handoff and consistent visual language across platforms.
- Applied usability testing insights to refine user flows and improve accessibility, driving a 20% increase in conversions and a 15% boost in engagement.
- Created a prototype for an Exact Sciences pitch that supported business development efforts and contributed to a 30% increase in project revenue.

UX | UI Designer **2021 - 2022**
WongDoody Remote

- Partnered with Bain & Company to lead design thinking workshops that shaped three internal tools and improved team efficiency by 20%.
- Led the redesign of corporate web interfaces, improving content structure and navigation while reducing bounce rates by 18%.
- Designed and launched a responsive e-commerce platform for DirecTV, optimizing conversion paths and checkout flow to achieve a 40% rise in online sales and a 12% increase in mobile transactions.