

Karen A. Schadendorf, UX/UI Designer

karen@karen-designs.com | 651-457-6283 | www.karen-designs.com

Designer based in Minneapolis, MN. Responsible for utilizing user interface design techniques, along with empathy, user testing results and creativity to determine the most effective way of getting a message across in digital media. I have excellent problem-solving skills, always paying attention to intended end-user, project details, product and strategy with the ability to work independently, manage the project from start to finish, budget time, to meet deadline schedules.

Work History

Visual Designer – U.S. Bank

December 2021 to present

- UI designer for digital marketing department
 - Collaborate with content strategists, website authors and business line partners to produce design assets that support campaigns for website personalization, marketing landing pages and usbank.com global home page.
 - Follow brand guidelines and component specifications to produce wireframes, prototypes and images to optimize the UX and design of digital assets that support business goals.
- UX lead for multiple Elavon product teams, April 2023 to present
 - Component creation with design, A11Y guidance and dev documentation utilizing the Shield Design System; create CSS theming guides to reflect brand; work with dev team to QA components with new theme, document deficiencies and review updates; base level pages designed in Figma to reflect new themes with annotations for website authors; and make necessary updates in Adobe Experience Manager (AEM) to reflect UX guidelines.
 - Collaborate with team members and AEM authors for accurate page creation, validation, updates, and publishing of 300+ legacy pages into global components.
- UX lead for product team, August 2022 through April 2023
 - Collaborate with product manager, team members, business line partners, content writers, A11Y consultants, and AEM authors for accurate page creation, validation, updates, and publishing of 500+ legacy pages into a global set of AEM components to achieve WCAG 2.1AA (A11Y) compliance across four business lines.
 - Guided offshore UX team members in the creation of annotations, wireframes, hi-fi prototypes, image selection and photo cropping following brand, component and UX guidelines.

Designer – Stratasy

November 2019 to November 2021

- Integral member of corporate digital marketing team, responsible for ensuring digital and print materials reflect the company's brand identity.
- Digital team responsibilities: create strategically designed images and icons for websites; compose banner ads, email headers and social media graphics; QA components and address issues; participate in design review sessions; and interim web designer.

Graphic Designer – Independent School District 196

September 1998 to August 2019

- Lead designer for district's in-house print shop with ability to guide projects, work independently, maintain deadlines, prioritize assignments, and manage changing priorities in a fast-paced environment.
- Solid understanding of design, branding, typography, composition, and color theory, with excellent written, verbal, and interpersonal skills.
- Responsible for content and design updates to department intranet site, as well as design and consultation of web presence for select departments.

Education

The Makery • Minneapolis, MN

UX/UI Design Bootcamp

Saint Paul College • Saint Paul, MN

Certificate, Web Design

Iowa State University • Ames, IA

Bachelor of Science, Apparel Design