



karenzaytseva

Product Designer

(510) 999 - 1870

karenzaytseva@gmail.com

Portfolio:

karenzaytseva.com

Skills

Wireframing
User Research
Responsive Design
Prototyping
Illustration
Photography

Tools

Sketch
Figma
Adobe Photoshop
Adobe Illustrator
Procreate
JIRA
Airship

Languages

English
Indonesian

Education

Master of Fine Arts in Interaction & UI/UX Design / Dec 2020

Academy of Art University, San Francisco

Bachelor of Fine Arts in Illustration / Dec 2016

California College of The Arts, San Francisco

Experience

UI Designer - Foot Locker / Feb 2022 - July 2024

- Collaborate with UX designers, writers, and researchers in an Agile environment to design the Foot Locker Rewards program, bringing the business's vision to life while ensuring it is user-centric and user-friendly.
- Create end-to-end design efforts for the Foot Locker Rewards program and the Member Exclusive Sale web and mobile app.
- Design iOS and Android end-to-end app experiences as well as wallet passes for the Foot Locker Rewards program to provide a seamless and convenient membership experience.
- Build "Checkout" components for our design system to improve usability and collaborate with other UI designers on icon designs.

Product Designer, BlueTape (formerly LinqPal) / April 2021 - Feb 2022

- Conceptualize and redesign logo, brand, and website pages that have been successfully launched today.
- Collaborate closely with the lead designer, product manager, and marketing team to ensure seamless delivery and rollout.
- Ensure design consistency across multiple platforms, including mobile and desktop.
- Tools used: Figma, Illustrator, Photoshop, and Procreate.

UI/UX Designer, Raiizz, Internship / June 2020 - Dec 2020

- Collaborate with a product designer at the startup Raiizz to redesign outstanding, intuitive, and user-friendly case studies for the website and mobile apps.
- Tools used: Figma and Adobe Illustrator.

Latest Project

Product Design Thesis project / Present, San Francisco.

- Design an end-to-end mobile app called "Hidden Gems" that curates personalized bar suggestions according to users' preferences by answering riddles using Figma and Swift UI.
- The purpose of the riddles is to make sure the users have an authentic experience rather than reading reviews online.
- Create a case study, user research, usability tests and high fidelity for the app design.