

Karam Yoo

Product Designer specializing in complex workflows, systems thinking, and strategy

Experience

Chewy | *Product Designer, Payments, Fraud, Gift Cards*

August 2024 - Present, Boston, MA

- Led end-to-end product design and strategy across consumer and enterprise payment experiences
- Increased backup payments adoption by 100% through a scalable site-wide widget.
- Led design for Chewy's first ever Buy Now, Pay Later program, increasing average order volume.
- Partnering with Product and Engineering to define problem statements, success metrics, and phased delivery plans
- Shaping product strategy by identifying experience gaps and driving scalable roadmap opportunities

Chewy | *Product Designer, Pet Pharmacy*

August 2022 - July 2024, Boston, MA

- Led design for consumer-facing experiences and enterprise pharmacy tools across Chewy's pet health ecosystem.
- Reimagined the prescription correction workflow, improving clarity and reducing friction for both pet parents and clinicians, resulting in a 134.6% increase in repurchase rate.
- Developed and secured buy-in from operations, product, engineering, and pharmacy teams around a north star vision.

Pointz | *Founding Designer*

October 2021 - Jan 2022, Providence, RI

- Created design systems for and improved the user experience for a student run micro-mobility mapping startup, launched on app store.

Blink UX | *UX Design Intern*

June 2021 - August 2021, Boston, MA

- Conducted and presented design audits for Nasa.gov.
- Redesigned the volunteer experience for food rescue non-profit, Rescuing Leftover Cuisine.

Education

Rhode Island School of Design

BFA, Industrial Design

Skills

UX Design

Internal Tools & Enterprise UX
End-to-End Product Design
User Journeys & Task Flows
Complex / Data-Rich Interfaces
Interaction Design
Responsive Web Design
Rapid Iteration

Visual Design and Systems

High-Fidelity UI Design
Design Systems
Pattern Libraries
Visual Hierarchy

AI and Prototyping

AI-Assisted Ideation
AI-Assisted Synthesis
AI Prototyping / Vibecoding

Research and Experimentation

Usability Testing
Concept Testing
A/B Testing
Insight Synthesis

Tools

Figma / Figma Make
v0
Claude
Cursor
Codex
Adobe Creative Suite
Tableau