

Karina Roush

Product & UX Designer

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Oregon / Remote

Experience

Product Designer - TimelyCare

May 2024 to present - Remote

As a Product Designer at TimelyCare, I design impactful telehealth experiences for higher education students. Accomplishments include:

- Leading design efforts for a new service offering that connects students in distress to a 24/7 crisis line, ensuring immediate access to critical support.
- Designing a self-service data reporting solution to replace static PDFs, giving higher education institutions actionable insights through historical analysis.
- Cultivating a user-centric culture across departments while scaling the product suite across web and mobile platforms in a B2B2C model.

User Experience Designer - Ruby

Jul 2019 to Sep 2023 - Portland, OR and remote

- Led design for Ruby's consumer-facing web and mobile applications used by 14,000+ business owners to manage leads and customer communications.
- Improved product usability and reduced support tickets by 38% through conducting user research and leveraging qualitative and quantitative results.
- Streamlined internal processes and unified product suite by collaborating with engineers and product managers to build a design system from the ground up.

Web Experience Designer - Delmain

Dec 2017 to Jul 2019 - Portland, OR

- Designed responsive websites and cohesive visual identities for client businesses, optimizing customer journeys to boost conversions rates and leads.
- Identified and tracked success metrics through client interviews and user research, presented designs and integrated feedback through rapid iteration.
- Documented brand guidelines, collaborated closely with content and marketing teams to ensure visual consistency across digital assets.

User Experience Intern - ScoutSavvy

Aug 2017 to Oct 2017 - Portland, OR

- Supported user research efforts to gain insights into the needs of women and minority communities breaking into the tech industry.
- Created design deliverables with a focus on accessibility and inclusivity, ensuring compliance with modern WCAG standards.

Skills

Design

Interaction design
User research & testing
Visual & UI design
Design systems
Prototyping & wireframes

Tools

Figma
Adobe CC
Hotjar
Jira, Asana, Notion
HTML, CSS, JavaScript

Soft

Problem solving
Communication
Empathy
Cross-team collaboration
Attention to detail

Education

NN/g, IxDF, and more

Continued education through courses from design organizations.

Epicodus

Seven month in person, intensive bootcamp.
Cert. in UX/UI Design.