

# Karen Gan

## Senior Experience Designer

p. +65 8444 1998  
e. krnxgn@gmail.com  
w. karengan.webflow.io

### About

Senior Experience Designer with 4+ years shaping complex digital products, balancing strategic thinking with meticulous craft. I connect dots across touchpoints, align systems at scale, and design experiences that feel intentional, clear, and **deeply human**.

### Selected Work Experience

Vertis Dec 2024 – Present

#### Senior Experience Designer

- Lead large-scale digital transformation projects for organisations such as Esplanade and NTUC First Campus, owning the full design lifecycle
- Transform complex business requirements, user needs, and technical constraints into clear, scalable experiences across web platforms, CRM journeys, and internal tools
- Build and evolve design systems across projects while embedding accessibility and usability best practices
- Drive design discussions with clients and senior stakeholders, shaping key decisions through well-reasoned recommendations
- Mentor junior designers through close collaboration and craft guidance, raising the bar for design quality across the team

Dyson Jan 2023 – Oct 2024

#### Experience Designer, APAC

- Designed end-to-end experiences for Dyson's e-commerce and CRM platforms across 10+ APAC markets, driving conversion and engagement
- Shaped user journeys, interface patterns, and scalable asset libraries to ensure cross-market consistency
- Led user research and data analysis to translate insights into strategic design decisions
- Presented design rationale and trade-offs to cross-regional stakeholders to align global teams on key directions
- Optimised digital performance through iterative cycles and A/B testing

STUCK Design Oct 2022 – Dec 2022

#### Experience Designer

- Managed UI/UX and creative content for Peekabook, an award-winning app that reimagines children's books
- Crafted immersive narratives, designed meaningful interactions, and brought brand storytelling to life through visuals, animation, and copy

### Core Competencies

- Product & Interface Design
- UX Strategy & Problem Solving
- Design Systems
- Information Architecture
- UX Research
- Accessibility & Inclusive Design
- UX Writing & Content Design
- Cross-functional Collaboration
- Stakeholder Management

### Certifications

- Braze Digital Strategist (L3)
- W3Cx Web Accessibility

### Education

Bachelor of Arts, Industrial Design  
National University of Singapore  
2018 – 2022

Honours (Highest Distinction)  
CAP: 4.70/5.00

Diploma, Media & Communication  
Singapore Polytechnic  
2015 – 2018

Diploma with Merit (Top 10%)  
GPA: 3.72/4.00

### Portfolio Access

Selected case studies are password-protected. Access available upon request.