

Karina Roush

Product & UX Designer

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Oregon / Remote

Experience

User Experience Designer – Ruby

2019 to 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 managers to build a design system from the ground up.

Web Experience Designer – Delmain

2017 to 2019 – Portland, OR

- Designed responsive, accessible websites aligned with client business goals, optimizing usability and enhancing user experience for target audiences.
- Identified and tracked success metrics through client interviews and user research, presented designs and integrated feedback through rapid iteration.
- Established client brand identities, collaborated closely with content and marketing teams to ensure visual consistency across digital assets.

Digital Designer & Developer – Freelance

2017 to 2019 – Portland, OR

- Designed and developed company websites for small business owners that streamlined customer journeys to increase conversion rates and leads.
- Created impactful visual identities across website and marketing platforms to elevate client’s online presence and resonate with target audiences.
- Developed and documented brand guidelines and support tutorials for client handoff, ensuring consistency and strong website performance post-launch.

User Experience Intern – ScoutSavvy

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.
- Advocated for end-users and provided support to drive partnerships between job seekers and tech companies in the Portland area.

Skills

Design

Interaction design
Visual & UI design
User research & testing
Design systems
Prototypes

Tools

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

Soft

Problem solving
Communication
Empathy
Cross-team collaboration
Attention to detail

Education

Epicodus

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

NN/g, IxDF, and more

Continued education through courses from design organizations.