

# Karla Gil

Product Design | Austin, TX | [karlacgil.com](http://karlacgil.com) | [kcgil@gatech.edu](mailto:kcgil@gatech.edu) | [www.linkedin.com/in/kcgil](http://www.linkedin.com/in/kcgil)

## EXPERIENCE

### Product Design Intern | Roche

May 2023 – Aug 2023

- Facilitated the development of a mobile app tailored for 1,000+ patients with cognitive disabilities by providing design directions to UX and engineering teams.
- Enhanced data visualizations clarity with 10+ accessible color palettes, meeting WCAG standards.
- Redesigned and prototyped 20+ UI components to align with Roche's design system.
- Developed user journey maps to identify critical touchpoints and opportunities for improvement.

### Product Designer | Georgia Institute of Technology

Jan 2023 – May 2023

- Increased user traffic by 28% on Georgia Tech's service site through a collaborative research and design process with engineers, PMs, and stakeholders.
- Analyze user engagement metrics using Google Analytics to pinpoint underperforming pages and initiated their redesign.
- Conducted 8 usability tests to iterate the prototype of the service site, significantly improving usability and user satisfaction.

## PROJECTS

### UX Researcher | Atlanta's Children Museum (Sponsored)

Aug 2023 – May 2024

- Led award-winning master thesis on the redesign of an interactive plant life cycle exhibit, helping the museum draft a grant proposal for \$100k funding.
- Planned and executed 10+ usability testing sessions, identifying critical usability issues, and driving design improvements.

### Product Designer | UPS Roadie (Sponsored)

Jan 2023 – May 2023

- Designed e-commerce mobile app end-to-end that connects buyers to farmers market vendors following user-centered design; created high-fidelity wireframes, design system, and prototypes.
- Presented solution to Roadie's design team who outlined implementation plans in future initiatives.

### Product Designer | Pumpkin Co. (Sponsored)

Aug 2022 – Dec 2022

- Designed a mobile app for first-time pet owners during the post-adoption phase; created high-fidelity wireframes, design system, and prototypes.

## EDUCATION

### Georgia Institute of Technology

Aug 2022 – May 2024

M.S. Human-Computer Interaction (GPA: 3.9)

### University of Houston

Aug 2016 – Dec 2020

B.S. Education Psychology (GPA: 3.9)

## SKILLS

**Software:** Figma · InVision · Sketch · Adobe Creative Suite · HTML/CSS · Google Analytics

**Process:** Wireframing · User Testing · Lo-Fi/Hi-Fi Mockups · Interactive Prototype · Spec Sheets/Redlining  
Design Systems · Sketching · Storyboarding · Journey map