



KAREN FELDMAN
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SUMMARY

I design design teams, their culture, and the processes that unlock their creative potential by which they contribute to business outcomes.

EXPERIENCE

Product Design Senior Manager | VMware | August 2023 - Present | *Direct reports: 13 • Workstreams: 6*

- Drove UX efforts that support VMware's strategic priority to unify its suite of enterprise infrastructure products (7+ core services) into a single solution resulting in improved usability and accessibility.
- Led vision alignment across a highly matrixed organization, connecting the dots across complex products giving way to integrated MVP experiences and further integration roadmaps throughout the business.
- Fostered design advocacy at all leadership levels which allowed all UX designers to be invited to help workstreams define solutions from problem definition onward.
- Enabled a culture of collaboration, inclusivity, and high performance within the team creating higher-impact designs.

Product Design Manager | VMware | April 2021 - August 2023 | *Direct reports: 7-10 • Workstreams: 2-6*

- Led the transformation of VMware into a multi-cloud and hybrid infrastructure solution resulting in a 34% increase YoY of subscription revenue equal to \$1.3B and \$5.3B in ARR (FY24Q2).
- Prioritized the recruitment, development, and motivation of a globally distributed design team, emphasizing inclusivity and accessibility in both our team dynamics and product design.

Service Design & UX Lead | Accenture | August 2018 - April 2021 | *Team: 6-9 | Workstreams: 4*

- Spearheaded four teams in guiding a national government agency through a digital transformation journey, culminating in the successful deployment of 15+ customer-facing feature sets
- Drove the adoption of a unified cross-program design system and promoted efficient component sharing to expedite development cycles.

Creative Strategist | Modernize | February 2016 - May 2017

Established a company-wide product optimization program from the ground up to improve customer experience while increasing revenue and enabling rapid product experimentation:

- Increased testing velocity by 505% in a year
- Boosted quarterly conversion rates by 10%

UX Designer | Consultant | October 2013 - August 2018

Helped organizations achieve their business goals by improving their customer's experience:

- Digital design strategy for global clients in the financial, healthcare, and marketing automation industries
- User engagement increase averages 60%-98%

UI Designer | ion interactive | October 2010 - October 2013

Created clear, accessible, and extensible visual styles and components in a fast-paced, collaborative environment for the marketing team and designed hundreds of engaging and effective digital experiences for full-service clients

EDUCATION

BS in Advertising, Associate Degree in Industrial Design

For previous experience please refer to my [LinkedIn](#) profile.