

Karen Feldman

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

Product Design Senior Manager, VMware, *Direct reports: 13, Workstreams: 6*

AUGUST 2023 - PRESENT

- Drove UX efforts that support VMware's strategic priority to unify its suite of enterprise infrastructure products (7+ core services, incl. AI/ML) into a single solution resulting in improved usability and accessibility.
- Led the shared vision alignment across a highly matrixed organization, connecting the dots across complex products giving way to integrated MVP experiences, proof of concepts, 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.
- Enabled a culture of collaboration, inclusivity, growth mindset, constructive feedback, and high performance within the team creating higher-impact designs.

Product Design Manager, VMware, *Direct reports: 10, Workstreams: 6*

APRIL 2021 - AUGUST 2023

- 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, *Team: 9, Workstreams: 4*

AUGUST 2018 - APRIL 2021

- 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 optimization program to improve customer experience, increasing revenue and enabling rapid product experimentation: Increased testing velocity by 505% in a year and boosted quarterly conversion rates by 10%.

UX Designer, Independent Consultant

OCTOBER 2013 - AUGUST 2016

- Digital design optimization strategy & execution 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, extensible visual styles, components, and digital experiences.

<https://smartdesign.io>

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EDUCATION

UCES, Argentina — B.S. Advertising

MARCH 2004 - JUNE 2009

ORT, Argentina — Associate Industrial Design

MARCH 1999 - DECEMBER 2001

SKILLS

Design thinking, strategic thinking, systems thinking; service design; design operations, agile methodologies; design leadership, design evangelism, communication, storytelling & influence; professional development, coaching & mentorship; cross-functional alignment, facilitation, co-creation & collaboration; product thinking & product strategy, design principles, user-centered design and user experience; user research; ideation, innovation & strategic foresight.

CERTIFICATES

Design Leadership, idean, 2017

SAFe, 2018

Coaching, OOTB, 2022

Futures Thinking, IFTF, 2024

LANGUAGES

English: Fluent

Spanish: Fluent

Hebrew: Intermediate