

Karina Garo

Experience Lead | Product Design, Systems & Accessibility

WORK EXPERIENCE

Experience Lead at Publicis Sapient

New York, NY | June 2025 – Present

- Lead cross-disciplinary teams to define design direction for complex products serving financial services clients, balancing customer needs, accessibility, and business goals.
- Partner with senior stakeholders to shape product vision and influence decisions across complex initiatives.
- Mentor designers and guide cross-functional teams in user-centered design, elevating design quality, collaboration, and delivery.
- Drive accessible, scalable experiences for enterprise financial products through reusable design system patterns across web and mobile.

Senior Experience Designer at Publicis Sapient

New York, NY | April 2021 – June 2025

- Led 3 large-scale design system overhauls for Goldman Sachs PWM, BNY Mellon Wove, and TCW, delivering 500+ accessible Figma components that improved consistency and reduced handoff errors by 25%.
- Conducted 15+ research and usability sessions to improve financial workflows, increasing task efficiency by 25% for advisors and clients.
- Redesigned the Goldman Sachs PWM homepage through iterative prototyping, increasing engagement by 15% and reducing friction in key workflows.
- Created a conversational design system for Verizon's virtual assistant, improving task completion by 20% while defining reusable UX guidance and mentoring junior designers.
- Led the creation of an accessibility-first design system for TCW, reducing delivery timelines by 30% and establishing a scalable foundation across digital platforms.

Product Designer at FCB Health

New York, NY | January 2020 – April 2021

- Delivered 20+ user-centered solutions grounded in research, accessibility, and iterative design, increasing team productivity by 32%.
- Developed and documented 11+ design and workflow processes, improving cross-functional collaboration and reducing handoff errors by 15%.
- Presented data-informed design insights across organizational levels, influencing product decisions and cross-functional alignment.

karinagaro.com

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CONTACT INFORMATION

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EDUCATION

Fashion Institute of Technology

- BFA in Advertising and Digital Design
- Dean's List

CERTIFICATIONS

- **CPACC:** Certified Professional in Accessibility Core Competencies (IAAP), 2026

SKILLS

- **Core Strengths:** Experience Strategy, UX/UI Design, Design Systems, Accessibility, User Research, Information Architecture, Prototyping, Cross-Functional Leadership, Stakeholder Management, Design Mentorship
- **Tools:** Figma, Principle, Jira, Confluence, Miro, Mural, Asana
- **Accessibility:** WCAG, Accessible Design Systems, Accessible Interaction Patterns, Inclusive Design, Accessibility Audits

LANGUAGES

- English - Fluent
- Spanish - Fluent