

Karl Wu

Product Designer

karlwoo.com

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Education

New York University

2019 - 2023 / New York, NY

BS Integrated Design & Media

GPA: 3.89/4.00

Minor: Computer Science;

Business of Entertainment,

Media & Technology

Skills

Design: Product Design,

Interaction Design, Design Research,

Usability Testing, Design Strategy,

Prototyping, Motion Graphics

Tools: Figma, Adobe Creative Suite, Unity,

Maya, Framer, Axure

Code: HTML/CSS, JavaScript, React,

Python, C++, Arduino, MySQL

Projects

Omnitek / UX Designer & Developer

Oct 2023 – Jun 2024 / San Jose, CA

Led design and web dev of company site;

built brand identity and responsive UX

Bubbles / VR Designer

Sep 2022 – Jun 2023 / Brooklyn, NY

Designed Unity-based VR therapy for

social anxiety; honored by NYU Tandon

GLASS Program

Experience

Clover / UX Designer II

Sep 2025 - Now / Sunnyvale, CA

- Led end-to-end design for restaurant merchant workflows used by 300K+ merchants, improving operational efficiency across ordering, operations, and billing systems
- Architected and launched Advanced Invoicing capabilities, reducing transaction-related support issues by 20% while enabling complex billing scenarios
- Directed localization of core merchant systems for Japan market expansion, enabling launch within a 6-month timeline and aligning with regional compliance requirements

Fiserv / UX Designer

Jun 2023 - Sep 2025 / Sunnyvale, CA

- Led UX for Vision Next Studio, consolidating 9 fragmented credit card issuing flows into a unified platform serving 10+ global markets
- Integrated AI-assisted workflows into Developer Studio, reducing API discovery time by 20% and increasing developer task completion by 15%
- Scaled Point Design System adoption across 5+ enterprise applications, strengthening accessibility compliance and cross-product consistency

Fiserv / UX Designer Intern

Jun 2022 - Aug 2022 / Sunnyvale, CA

- Redesigned Developer Studio onboarding, increasing feature discoverability by 20% and improving first-time user completion by 25%
- Designed end-to-end Pay-by-Link payment workflows supporting web-based merchant transaction scenarios

TikTok / Product Manager Intern

May 2021 - Sep 2021 / Beijing, China

- Launched “Ads Only” feature within the Spark Ads flow, contributing to rollout across 4 regions
- Supported experimentation on advertising dashboards, improving swipe-based engagement by 15%