








Karen Roberts

Senior Product Designer

CONTACT

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What I Design

Enterprise SaaS
AI-Assisted & Predictive Workflows
Workflow-Heavy Applications
Reporting & Analytics

How I Design

Information Architecture
Workflow Design
Interaction Design
Design systems
Scalable UI Patterns
Component Libraries
WCAG 2.2, ADA, Section 508


How I Validate

Usability Testing (Maze)
Heuristic Evaluations

Tools I Use

Figma, Make, Slides, Figjam
Jira
Confluence
Adobe Creative Suite

EDUCATION

-  Bachelor of Design (BDes)
OCAD University, 2014

Hello, I'm a Product Designer with over a decade of design experience.

For the last 6 years, I've been working on 911 emergency response systems and public safety communication platforms, focused on improving clarity and usability in high-stakes environments by turning complex systems into simple, intuitive experiences, with a growing focus on AI-assisted workflows.

EXPERIENCE

Senior Product Designer

Intrado Life & Safety

Toronto, Canada (Remote) | March 2021 - April 2026

- Led end-to-end design for 4+ enterprise applications supporting emergency service workflows
- Designed and launched a beta 911 reporting system through iterative usability testing, validating core workflows before and after release
- Established scalable design system and reusable UI patterns, improving consistency across enterprise products and reducing design fragmentation
- Established foundational user research processes and research repositories, introducing structured UX practice to a product that previously had no formal research function
- Led UX research (contextual inquiry, usability testing, heuristic evaluations) to identify workflow inefficiencies and translate findings into actionable items
- Partnered with product, engineering, and leadership to define requirements and deliver UI solutions and strategies aligned with technical constraints and user needs
- Championed WCAG 2.2, ADA, and Section 508 compliance, improving accessibility across all product surfaces

Lead UI Designer

Intrado Life & Safety

Toronto, Canada (Remote) | May 2016 - February 2021

- Designed websites and applications for government, healthcare, and education clients, translating complex requirements into clean, accessible interfaces
- Led and mentored distributed design teams, improving delivery quality, consistency, and adherence to UI standards across multiple projects
- Established foundational UI standards, QA processes, and documentation systems that improved scalability across client deployments
- Collaborated with product and engineering teams to validate UI solutions and improve usability in production systems