

# Karim Merchant

## Product & UX Design

Los Angeles, CA  
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[kmerchant.design](http://kmerchant.design)

I'm a multidisciplinary designer with over 10 years covering web, agency, and creative work. Previous experience with startups to enterprise companies, including well-known brands such as Meineke, Pressed Juicery and Children's Hospital Los Angeles. Additional deep experience with education and writing.

### Professional Experience

#### UX / Product Designer

Los Angeles, CA

Freelance | 2017 - Present

- Working with emerging startups, established non-profits, and musicians to create compelling digital experiences
- Client management, facilitating agile collaboration for team members

#### User Experience Designer

Los Angeles, CA

Xivic | 2018 - 2020

- Created B2C checkout & membership signup for Pressed Juicery's website featuring fast, convenient and smooth payment and onboarding
- Designed mobile app (iOS/Android) for Children's Hospital LA to assist new/existing patients & their families find critical information and hospital directions
- Created Membership Dashboard & new B2B Checkout for Dunn-Edwards Paints enabling users to track their incentives & rewards at-a-glance and pay online, driving more value to the business
- Optimized UX across multiple digital touchpoints for Meineke using metrics, user research and competitor analysis, increasing engagement year-over-year
- Led an agency-wide initiative to align all teams on a shared set of Design Principles for a better, more inclusive workflow and process
- Collaborated with over 30 other project managers, strategists, developers, SEO and marketing to identify and achieve business/product KPIs/goals

#### UX Researcher & Experience Designer

Los Angeles, CA

ARKO | 2018

- Conducted stakeholder Interviews & competitive research for people-focused agile startup and synthesized into personas and user journey maps

#### User Experience Designer

Los Angeles, CA

Brighten | 2017

- Co-led agile iOS social mobile app redesign with multiple rapid prototypes
- Led collaborative design studio class with target high school stakeholders to gain valuable and rare stakeholder insights

#### Jazz & Theory Faculty

New York, NY

Manhattan School of Music | 2009 - 2017

- Taught students Grades 5-12 music theory & practice 1-on-1 and in classes
- Created class syllabi, tests, customized learning materials and media

#### Web Designer, Flash

New York, NY

Freelance | 2005 - 2008

- Created personal and compelling interactive multimedia websites for artists and creatives on New York's vibrant scene using Flash & Actionscript 2 & 3

Please note some projects are subject to NDA: get in touch for more details.

### Skills

- Product Design
- UX & UI Design
- Wireframes (Low to Hi)
- Rapid Prototypes
- Interaction Design
- Personas
- Design Systems
- User Testing
- A/B & Split Testing
- Usability Audits
- Competitive Analysis
- UX Writing & Copywriting
- Accessibility (WCAG/ADA)
- Human Interface Guidelines
- Stakeholder Presentations

### Tools

- Sketch
- Figma
- Photoshop
- Illustrator
- Adobe XD
- Lottie
- InVision
- After Effects
- Axure RP
- Principle
- Zeplin
- JIRA
- Basecamp
- HTML/CSS
- Google Analytics

### Education

General Assembly UX Design Immersive

Santa Monica, CA

Manhattan School of Music Master's Degree

New York, NY

### LinkedIn

[in/kmerchantdesign](https://www.linkedin.com/in/kmerchantdesign)