

Karim Merchant

Product & UX Design

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I'm a multidisciplinary designer with over 10 years of experience covering web, agency, and creative work. My expertise ranges from startups to global enterprise companies, including leading client-facing presentations.

Professional Experience

Product / UX Designer

Los Angeles, CA

Freelance | 2017 - Present

- Working with emerging startups, established non-profits, and musical artists to build impactful digital experiences using sound product thinking
- End to end design: from research and user flow mapping through to final designs and developer handoff
- Handling client management, facilitating agile collaboration for team members

UX Instructor

Los Angeles, CA

CareerFoundry | 2020 - Present

- Providing regular coaching and mentoring for emerging UX students

User Experience Designer

Los Angeles, CA

Xivic | 2018 - 2020

- Pressed Juicery:** Redesigned checkout & membership signup featuring fast payment / onboarding, strengthening the brand's mission to make personal wellness easy and accessible
- Children's Hospital Los Angeles:** Designed mobile app (iOS/Android) to empower new/existing patients and their families to find key information and hospital directions, a critical part of the user journey
- Dunn-Edwards Paints:** Created responsive Membership Dashboard & Checkout enabling B2B users to pay easily & see rewards at-a-glance, driving more value to the business
- Meineke, Take 5 Oil Change, Maaco & CARSTAR (Driven Brands):** Optimized UX across multiple digital touchpoints using site metrics, user research and testing, resulting in increased engagement year-over-year for all 4 brands
- Collaborated cross-functionally with over 30 Product Managers, Engineers, Analytics and Designers to merge user goals with business needs
- Led an agency-wide initiative to align all teams on a shared set of Design Principles for a better, more inclusive workflow and aligned process

UX Researcher & Experience Designer

Los Angeles, CA

ARKO | 2018

- Conducted and synthesized stakeholder interviews & competitive research to identify strategic directions for a new people-focused agile startup

User Experience Designer

Los Angeles, CA

Brighten | 2017

- Co-led agile redesign for positive-impact teen social mobile app using rapid interactive prototyping to find new ways to empower target demographic

Web Designer, Flash

New York, NY

Freelance | 2005 - 2008

- Created personalized and compelling multimedia websites and brand materials for creatives on New York's arts scene using Flash & Actionscript 2 & 3

Please note some projects are subject to NDA.

Skills

- Product & UX Design
- UI & Visual Design
- Wireframes & Mockups
- Interactive Prototypes
- Responsive / Adaptive Design
- Motion / Interaction Design
- Illustration / Graphic Design
- Personas
- User Flows / Journeys
- User Interviews
- A/B & Split Testing
- Usability Audits / QA Testing
- Competitive Analysis
- Copywriting / UX Writing
- Human Interface Guidelines
- Accessibility (WCAG/ADA)
- Stakeholder Presentations
- Design Systems
- Agile Methodology
- Remote Work

Tools

- Sketch
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- InVision
- Figma
- After Effects
- Drama
- Miro
- Principle
- Zeplin
- JIRA
- Basecamp
- HTML / CSS
- Google Analytics
- UserTesting

Education

General Assembly UX Design Immersive

Santa Monica, CA

Manhattan School of Music Master's Degree

New York, NY