RONAK KARIMI

Product Designer | UX/UI Designer | User Researcher

Based in Chicago, IL – **Open to relocation**

Authorized to work in the USA - **Green Card Holder**

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🌐 ronak-karimi.com **(Portfolio)**

in linkedin.com/in/ronak-karimi

- Passionate **product designer** with a MS of HCI and a BS of Software Engineering.
- Proficient in **UX/UI design**, including requirement collection, interaction design, and designing low/high-fidelity prototypes for mobile and web apps in Figma and Adobe XD.
- Expert in **user research** via quantitative and qualitative methods and data analysis.
- Dedicated to accessible and user-centric design, innovation, and collaboration, and ready to make an impact via creative solutions and a strong problem-solving mindset.

EXPERIENCE

AI Product Designer – Internship   (*Jan 2024 – present*)

Radical AI, New York (Remote)

- Served as a product designer on projects such as '*AI Tutor Canvas*' and '*AI Interview Prep Coach*' at Radical AI, focusing on transforming educational engagement.
- Conducted user research and contributed to wireframes, prototypes and mockups to meet diverse learner needs.
- Analyzed user testing feedback to refine the platform's UI/UX, ensuring WCAG compliance for accessibility and responsiveness.
- Collaborated with dynamic cross-functional teams using Figma, Miro, and Maze for rapid prototyping and efficient product development.

UX/UI Designer   (*Dec 2021 – Dec 2023*)

Freelancer

- Led user research and UX design initiatives for multiple projects.
- Designed and iterated on UI/UX for web and mobile applications, focusing on usability, accessibility, and inclusivity.
- Created wireframes, prototypes, and high-fidelity mockups to refine user experiences through iterative feedback.
- Collaborated cross-functional teams to align design solutions with business goals, stakeholder needs, and technical requirements.
- Applied information architecture principles to enhance content organization and navigation, improving user interaction.
- Conducted usability tests and heuristic evaluations to inform strategic design improvements.
- Developed design systems to ensure consistency of the product.

Educational Experience Designer – Full-time   (*Aug 2020 – Aug 2021*)

Gilbert Community School District, Gilbert, Iowa, USA

- Developed interactive class activities that enhanced international students' communication effectively with teachers and peers.
- Support them to collaborate better and build confidence and become more proficient and practice responsiveness.

User Researcher – Full-time   (*Sep 2015 – July 2017*)

Novin system, Tehran, Iran

- Led multiple research projects around marketing, such as online advertising and the news-based marketing strategies.
- Conducted comprehensive data analysis to uncover correlations between key variables, enabling accurate assessments of factors influencing the success of marketing strategies.
- Collaborated with the marketing team to develop rapid-response advertising strategies that optimize customer engagement.

SKILLSET

Software

- Figma / Figma Jam
- Adobe XD
- Adobe Creative Suite (Photoshop, Illustrator)
- Sketch
- Google Suite / MS Office
- Miro
- Maze
- Marvel
- Jira and Asana
- HTML / CSS / JavaScript

Methods

- Survey
- Interview
- Contextual Inquiry
- Affinity Mapping
- Persona
- Usability Testing
- A/B Testing
- Heuristic Evaluation
- Card Sorting
- Competitive Analysis
- Comparative Analysis
- Rapid Prototyping
- SWOT
- Iterations
- WCAG compliance
- Feature Prioritization MVP
- Branding
- Market/Business Research

Deliverables

- Wireframe
- Presentation
- Interactive Prototype
- High-Fidelity Design
- UX Research Reports
- Visual style guide / Design system / UI Kits
- User Journey Map
- User Flow / Task Flow
- Persona & Scenario
- Storyboard
- Site Map
- Mood Board
- Documentation

EDUCATION

Master's (MS) – Human-Computer Interaction (*2021-2023*)
Iowa State University, Ames, Iowa, USA

Master's (MS) – Executive Management   (*2014-2016*)
Islamic Azad University, Tehran S&R Branch, Iran

Bachelor's (BS) – Software Engineering   (*2008-2013*)
Islamic Azad University, Kermanshah, Iran

CERTIFICATE – non-degree

Google UX Design Professional Certificate   (*2023*)
 - Coursera

UX/UI in Action Bootcamp   (*2022 - 2023*)
 - UX Land Online School