RONAK KARIMI

Product Designer | UX/UI Designer | User Researcher

- 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

Al Product Designer – Internship

(Jan 2024 – present)

(Dec 2021 – Dec 2023)

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

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 Novin system, Tehran, Iran

(Sep 2015 - July 2017)

• 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.

Software

- Figma / Figma Jam
- Adobe XD Adobe Creative Suite
- (Photoshop, Illustrator)
- Sketch
- Google Suite / MS Office

Methods

- Survey
- A/B Testing
- Heuristic Evaluation
- Card Sorting

Deliverables

- Wireframe Presentation
- Interactive Prototype
- High-Fidelity Design
- UX Research Reports
- Visual style guide /
 - Design system / UI Kits

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 - UX Land Online School

(2022 - 2023)

Authorized to work in the USA - Green Card Holder 🗐

& (515) 817 – 3210

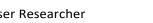
- 🖾 ronak.karimi1988@gmail.com
- ronak-karimi.com (Portfolio)
- im linkedin.com/in/ronak-karimi

SKILLSET

- Marvel
- Jira and Asana
- HTML / CSS / JavaScript
- Competitive Analysis Comparative Analysis
- Rapid Prototyping
- SWOT
- Iterations WCAG compliance
- Feature Prioritization MVP
- Market/Business Research
- User Journey Map
- User Flow / Task Flow
- Persona & Scenario
- Storyboard
- Site Map
- Documentation
- Mood Board

Branding





Based in Chicago, IL – Open to relocation \heartsuit

 Interview Contextual Inquiry Affinity Mapping Persona Usability Testing