# Karim Dhammani

## UX Designer & Researcher
*Learning Front-end Development*

+1 647 780 5514
kdhammani790@gmail.com
https://www.linkedin.com/in/karimdhammani
https://karim.buzz

## EXPERIENCE

### UX Designer
**Marqet Solutions**, March 2021 - Present

• Leading UX design and driving product development of SmileTrack, a reviewing platform and feedback management system for small and local businesses.
• Collaboratively researched on consumer behaviour for various small & local businesses in Canada.
• Conducting and recording key insights from user interviews to collect user requirements to bridge the gap between user and business goals.
• Developing & presenting user journeys, stories, sitemaps, wireframes and impovised UX strategy to communicate design goals & decisions clients.
• Analysing data and auditing user journeys to make design changes and implement cohesive omnichannell strategy.
• Working closely with UI engineers, Product owners and end-users to develop problem solving products and web interfaces.

### Web Designer
**Marqet Solutions,** December 2018 - March 2021

• Led website projects built using Wordpress, Webflow, Elementor, Html & CSS.
• Led Web-design and brand strategy for small and medium sized businesses.
• Collaborated with content writers and graphic designers to help in digital transformation of 30+ local and family businesses.
• Design brand identity, corporate and marketing collateral, social media creatives, infographics, websites and apps.
• Built collaborative work relationships with digital marketers and SEO strategists.

### Graphic Designer
**Humber College**, July 2019 - June 2020

• Devised communication plan and aligned the team with campaign objectives.
• Facilitated team meetings, project timelines and design tasks.
• Directed team to design campaign creatives for 50+ campus events.
• Streamlined internal communications process to get efficient design feedbacks between different departments and event leads from three campuses in Ontario.
• Guided new team members to follow design best practises such as file nomenclature and version control.

### UI Designer
**CopperBridge Media**, June 2017 - November 2018

• Developing and conceptualising UX design strategies for the clients of agency.
• Collaboratively producing UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, sitemaps and prototypes.
• Working closely with Web designers and UI engineers to handoff design assets.
• Working with various experts from initial planning phase until final deliveries.

### Designer & Content Strategist
**Aerizone**, April 2016 - June 2017

• Single handedly driving graphic design to create B2B sales documents, white-papers, brochures, pitch-deck, marketing graphics & social media creatives.
• Initiated & Developed Drone Bootcamp, a 3-day corporate training event on Aerial Mapping and photography.
• Created training study materials, designed event creatives and led social media campaigns for the bootcamp.
• Video editing, photo editing & content creation amnogst various other job duties.

## CERTIFICATES

### Google UX Design
**Google Career Certificates**
May 2021 - Present

### Complete Front-end Developer
**Zero To Mastery Academy**
March 2021 - Present

### Javascript Algorithms & Data Structures
**FreeCodeCamp**
March 2021 - Present

### Responsive Web Design (HTML5 & CSS3)
**FreeCodeCamp**
May 2021

### Complete UX/UI Designer
**Zero To Mastery Academy**
March 2021

## EDUCATION

### Masters in Global Business Management
**Humber College**
2019 - 2021

### Bachelors in Management Studies
**University of Mumbai**
2013 - 2016

References available on request.

## SKILLS

| | | |
|---|---|---|
| Responsive Web | Interaction Design | Business Strategy |
| Visual Design | Wireframing | Product Marketing |
| Design Thinking | User Research | Product Management |
| Design Strategy | Rapid Prototyping | Art Direction |

## TOOLS

| | | |
|---|---|---|
| Sketch | Illustrator | Html |
| XD | Photoshop | CSS |
| Figma | After Effects | Saas |
| Invision | Affinity Designer | Javascript |