

Karl Simmer

DESIGNER/WEB DEVELOPER

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I am an interaction designer, web developer, interested in designing systems, user-centric products and design thinking. On my journey, I've been designing for two #EstonianMafia startups.

SKILLS & TOOLKIT

- **Design:** Figma, Rive, Adobe, Maze
- **Engineering:** HTML, CSS (Tailwind), JavaScript, TypeScript, React (Next.js), Web Accessibility (WCAG)
- **Process:** Design Systems (Governance, Handoff, Documentation), Agile, Git, Advocacy & Workshops
- **AI:** Vercel, Figma Make, GitHub Copilot, Midjourney
- **Certificates:** Evaluating User Experience, User Centered Interaction Design (Tallinn University)

EXPERIENCE

Senior Product Designer – Yolo Group | 2024 - Present

- Build and maintaining design token infrastructure in Figma.
- Contribute to enable code automation between Figma and technologies.
- Create a central component and template library used by multiple products.
- Build Figma plugins to improve workflows.
- Write documentation for design system usage.
- Develop a web application for the design system.
- Drive design system usage through design advocacy, collaboration and workshops.
- DesignOps across the organization.

Lead Product Designer – Fudy | 2023 - 2024

- Led product design for a QR-ordering platform used in restaurants, bars and event venues.
- Built and maintained a reusable component library, laying the foundation for a scalable design system.
- Enabled white-label product scaling through implementation of Figma variables and theming.
- Redesigned the customer-facing web app using components and variables.
- Created a staff-facing web app to expand internal product functionality.

Product Designer & Web Developer – Self-employed | 2022 - 2023

- Contributed to three DeFi products (Nostra, WenWin, Raft) as a product design contractor.
- Developed a custom WordPress site for Freya Foodbar.
- Created landing page and brand assets for Motiveer using Midjourney's Niji 5 model.
- Created layout and lending application flows for Fiizy.

Designer – Fiizy | 2019 - 2022

- Prototyped a Buy Now, Pay Later product.
- Worked on lending application flows, based on user data and conversion metrics.
- Created landing pages for lending products tailored to regional needs.
- Designed and coded HTML email templates and banners for localized campaigns.

EDUCATION

- **Web design** – Estonian Academy of Arts | 2018 - 2019
- **Master of Science** – Tallinn University of Technology | 2016 - 2018
- **Bachelor of Science** – Tallinn University of Technology | 2013 - 2016
- **Media** – Tallinn Art Gymnasium | 2010 - 2011