

# Karl Simmer

## PRODUCT DESIGNER

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### SUMMARY

On my journey, I've led the design process for user-centric products and design systems, including for two #EstonianMafia startups. I feel most comfortable in the space between design and code, where I can bridge the gap between creative thinking and real-world implementation.

### EXPERIENCE

#### Lead Product Designer – Yolo Group | 2024 - Present

- Led the design system for 30+ internal products across web and mobile.
- Built a design token infrastructure in Figma with code automation to CSS variables.
- Introduced component level tokens, which has given product teams more control over the components.
- Built accessible components following WCAG guidelines.
- Supported open-source deployment across multiple frameworks.
- Created and maintained documentation in Supernova, improving team onboarding and adoption.
- Drove system usage through design advocacy, collaboration and workshops.

#### 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.
- Designed 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.
- Designed and developed a custom WordPress site for Freya Foodbar.
- Created landing page and brand assets for Motiveer using Midjourney's Niji 5 model.
- Designed a fintech application flow and landing page for Fiizy.

#### Designer – Fiizy | 2019 - 2022

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

### EDUCATION

- **Master of Science** – Tallinn University of Technology | 2016 - 2018
- **Bachelor of Science** – Tallinn University of Technology | 2013 - 2016
- **Media** – Tallinn Art Gymnasium | 2010 - 2011

### SKILLS AND CERTIFICATES

- **Technical skills:** HTML, CSS, Javascript, JSON, WCAG.
- **Software:** Figma, Adobe CC, Rive app, Maze, Jira, Wordpress.
- **Certificates:** Evaluating User Experience (Tallinn University), User Centered Interaction Design (Tallinn University), Web design (Estonian Academy of Arts).