

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.

EXPERIENCE

Senior Product Designer – Yolo Group | 2024 - Present

- DesignOps across the organization.
- Built a design token infrastructure in Figma and contributed to enabling code automation between Figma design and code technologies through Figma's REST API.
- Built a central component and template library that are used by multiple products.
- Built a Figma plugin to manage variable libraries.
- Built and wrote the documentation on React application.
- Drove design 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

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

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)

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