

# Karl Simmer

## DESIGNER/WEB DEVELOPER

Tallinn, Estonia | [www.bizarrelabs.one](http://www.bizarrelabs.one) | [www.linkedin.com/in/karlsimmer](https://www.linkedin.com/in/karlsimmer) | [karlsimmer@gmail.com](mailto:karlsimmer@gmail.com)

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

#### **Lead Product Designer** – Yolo Group | Apr 2024 - Nov 2025

- Built and maintained design token infrastructure in Figma.
- Contributed to code automation between Figma and CSS, React, Elixir Liveview.
- Created a central component and template library, used by multiple products.
- Built Figma plugins to improve workflows.
- Wrote documentation for the design system.
- Developed a React application for the documentation.
- Drove design system usage through design advocacy, collaboration and workshops.
- DesignOps across the organization.

#### **Lead Product Designer** – Fudy | Jun 2023 - Mar 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 | Jun 2022 - Jun 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 | Jul 2019 - Jun 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