

Karina Valrani

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EDUCATION

Computer Science (Design Pathway) & English Literature (*Expected Graduation: May 2026*)

EXPERIENCE

Tow Zone Alerts — Boston, MA

May 2025 – August 2025

Product Engineer

- Collaborated cross-functionally to define and design end-to-end product features across SMS, web, and app platforms for parking enforcement management.
- Designed new user flows and onboarding systems for peer-to-peer alerting, referral incentives, and real-time parking notifications, improving signup efficiency and reducing drop-off rates.
- Developed low-fidelity wireframes and interactive Figma prototypes for new dashboards, personal stats pages, leaderboards, and account management tools.
- Partnered with business and engineering teams to design monetization models, growth experiments, and partnership strategies across city agencies, tow companies, and local businesses.

TODAQ Micro — Toronto, ON

Product Engineer

May 2024 – July 2024

- Led product design for a micro-payment-based music streaming platform, enabling users to directly support artists through fractional payments per listen.
- Conducted user research interviews with local musicians to identify pain points in existing streaming platforms and derive core product requirements.
Translated research insights into user flows, building low-fidelity wireframes and high-fidelity Figma prototypes to validate design concepts.
- Collaborated with engineers and contributed directly to front-end development to bring designs to production, ensuring alignment between design intent and implementation.

Zest — New York, NY

Spring 2025

Product Designer (part time)

- Led redesign of Zest's onboarding flow for new eCommerce brands, streamlining multi-step setup tasks including Shopify integration, Stripe payments, shipping configuration, and branding customization.
- Conducted UX research through client interviews and customer success team feedback to identify key friction points in self-service onboarding.
- Designed interactive guided flows using progressive disclosure principles to reduce confusion, accelerate setup time, and minimize reliance on customer success teams.
- Built low-fidelity wireframes to rapidly validate user flows, then developed high-fidelity interactive prototypes in Figma to deliver polished, responsive design solutions for web.

The Jewels Jar — Dubai, UAE

Front-End Developer

June 2023 – August 2023

- Built inventory management system using React and SQL, enabling dynamic product tracking for a growing e-commerce jewelry store.
- Developed and deployed mobile-responsive e-commerce platform to drive direct-to-consumer sales.
- Coordinated with marketing team to align website design with brand positioning.

PROJECTS

<https://games.todag.net/> - Coded up a pong game which allows two players to micropay to enter and the winner will earn a small monetary amount (*Technologies used: Javascript, Node.js*)

www.capriccio.me - Created a website which generates music based on drawings through object oriented coding (*Technologies used: Javascript, Canvas, HTML/CSS, tone.js*)

TECHNICAL SKILLS

Figma, Webflow, Adobe Creative Suite (Photoshop, Illustrator), Framer, Design Systems, Miro, User Research, Usability Testing, Journey Mapping, Surveys, HTML/CSS, JavaScript, React, Node.js, Python, C/C++, Java, SQL, REST APIs, UX/UI Design, Interaction Design, HCI, Product Discovery, Wireframing, Prototyping, Agile Collaboration, Data Structures, Problem Solving