

Em Karimifar

Experienced product designer with a focus on user-centered solutions, cross-functional team leadership, and impactful digital experiences.

Austin-based
Open to Relocation
LinkedIn: [@karimifar](#)

<https://emk.works>
hello@emk.works

EXPERIENCE

UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER

Design Lead, 2023 – Present

- Led a cross-functional team consisting of junior designers and a full-stack developer to support product design needs for public health initiatives. Delivered brands, public websites, and applications driving about 15,000 users per month.
- Established new visual identities, design systems, and UX methodologies for public health initiatives that secured over \$150M in annual state & federal funding.
- Designed & developed award-winning interactive data visualization dashboards using D3.js and Mapbox, resulting in statewide adoption by the Texas Department of Health and a 60% increase in data accessibility for over 2,000 public health researchers across Texas.
- Directed the design strategy and visual identity for an annual summit, boosting participation by 100% and securing \$70,000 in sponsorships through compelling storytelling and marketing materials.

UNIVERSITY OF TEXAS SYSTEM POPULATION HEALTH

Design Lead, 2022 – 2023

Senior UI/UX Designer, 2017 – 2022

- Developed and implemented a scalable design system for Texas Child Mental Health Care Consortium with intuitive Canva templates, empowering 13 healthcare institutions to autonomously create on-brand marketing materials, reducing design oversight needs by 80% while maintaining brand consistency across statewide outreach initiatives.
- Developed a RESTful API for data visualization web applications across the organization using NodeJS, Express, and SQL.
- Led end-to-end development of Texas Child Mental Health Care Consortium's WordPress website through comprehensive UX research and design, directly supporting the enrollment of 4.3 million Texas school children in mental health programs while growing to 62,000 annual users.

SKILLS & ABILITIES

- **Soft skills:** Product design, UI/UX design, UX research, Design systems, User flows, UI Engineering, Team leadership, Agile methodologies, Stakeholder communications, Cross-disciplinary collaboration
- **Design:** Illustrator, InDesign, Photoshop, Figma, Adobe XD, Sketch, Tableau, Miro
- **Programming:** HTML/CSS, JavaScript, ReactJS, PHP, MySQL, Mapbox, jQuery, NodeJS, RESTful APIs, D3.js, Bootstrap, Gatsby, Git, GitHub, Accessibility standards (WCAG), Google Analytics, AWS

EDUCATION

MFA IN DESIGN, MAY 2017

The University of Texas at Austin

BS IN ARCHITECTURE, 2014

University of Science and Technology (IUST)

CERTIFICATES

ADVANCED CERTIFICATE IN HUMAN-COMPUTER INTERACTION (HCI)
FOR USER EXPERIENCE DESIGN, APR 2022

[MIT Computer Science and Artificial Intelligence Laboratory \(CSAIL\)](#)

ADVANCED CERTIFICATE IN FULL-STACK WEB DEVELOPMENT, 2018
[The University of Texas at Austin](#)

AWARDS & EXHIBITIONS

[1st Place in Interactive Data Visualizations Category](#)

American Association of Geographers, Health & Medical Specialty Group, 2022

[1st Place in Dynamic Maps Category](#)

American Association of Geographers, Health & Medical Specialty Group, 2019

[In order to: MFA design thesis exhibition](#)

Visual Arts Center, Austin, TX, Apr 2017

[Legs: Digital fabrication exhibition](#)

Material lab, University of Texas School of Architecture, Sep. 2016

VOLUNTEER WORK

Design mentor, Designed.org, 2020 – Present

- Mentored entry-level designers, providing guidance on UI/UX design principles, portfolio development, and career progression.

Creative director, I Ran Magazine, 2022 – Present

- Served as the creative director at a non-profit organization that leverages art and design for social change in the Middle East.