

# Mohamad "Em" Karimifar

Design technologist with over 7 years of experience specializing in UI/UX design.

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## EXPERIENCE

### UTHEALTH SCIENCE CENTER AT HOUSTON

**Lead Product Designer**, Sep 2023 – Present

- Led a cross-functional team of five, consisting of junior designers, a full-stack developer, and a UX researcher to support product design needs for public health initiatives. Delivered brands, public websites, and applications driving about 15,000 users per month.

### UNIVERSITY OF TEXAS SYSTEM POPULATION HEALTH

**Design Lead**, 2022 – 2023

**Senior UX Designer**, 2019 – 2022

**UI/UX Designer**, 2017 – 2019

- Established new visual identities, design systems, and UX methodologies for public health initiatives, securing over \$150M in annual state & federal funding.
- Crafted award-winning interactive data visualizations and dashboards, which became recommended toolkits for researchers across Texas by the state's department of health.
- Developed a RESTful API for data visualization web applications across the organization using NodeJS, Express, and SQL.
- Led the development of a custom WordPress theme for the Texas Child Mental Health Care Consortium website. Conducted user interviews and surveys, created personas, user journey maps, wireframes, and prototypes. The final website gained about 62,000 annual users after 3 years.
- Designed and managed six comprehensive design systems and brand guidelines for web, mobile, and print environments.

## 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, D3js, Bootstrap, Gatsby, Git, GitHub, Accessibility standards (WCAG), Google Analytics, AWS

## EDUCATION

### MIT COMPUTER SCIENCE AND ARTIFICIAL INTELLIGENCE LABORATORY (CSAIL)

**Human-Computer Interaction for User Experience Design Advanced Certificate**,  
Apr 2022

## UNIVERSITY OF TEXAS AT AUSTIN

**Full-stack Web Development Advanced Certificate**, 2018

**MFA in Design**, May 2017

- Marshall F. Wells Scholarship and Fellowship Endowment Award
- GPA: 3.92
- Thesis topic: A case study on the discourse of decolonizing design, [Marfa : a culturally respectful Perso-Arabic and Latin multi-script typeface](#)

## IRAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (IUST)

**BS in Architecture**, 2014

## RECOGNITION

### AWARDS

**1st Place in Interactive Data Visualizations Category (x2)**

American Association of Geographers, Health & Medical Specialty Group, 2022, and 2019

**Honorable Mention**

The 3rd Silver Cypress Biennial, International Perso-Arabic type design competition, Tehran, Iran, Nov 2013

### EXHIBITIONS

**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

## VOLUNTARY SERVICE

**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.