

KARIM LOUNES

Senior UX/UI Designer- Design Lead

(703) 346-8629
email@karimlounes.com
Springfield, VA 22153

Background

I have over a decade of experience in the Information Technology industry, specializing in User Experience Design, UI Design, Front-End UI design, Responsive Design, and Styling (SCSS/CSS). My work involves researching, proposing experience flows, create prototypes and implement UX/UI design patterns to create visually appealing screens, harmonized, and easy to navigate. I possess extensive knowledge and experience in the UX research, ideation, design, prototype, front-end styling and testing. I am comfortable with all aspects of the product design/development cycle.

Work Experience

Senior UX Designer

09/15/2021 to Present

Abrigo – Remote

- Delivered full-feature products from discovery to developer handoff, generating millions in revenue and new sales.
- Awarded **Powerhouse Employee of 2022** for outstanding product launches and customer satisfaction.
- Lead AI integration into the UX process, experimenting with content, design, and research generation using generative AI.
- Collaborate with PMs to define features aligned with user needs and business goals.
- Conduct user research and analysis using Salesforce, Pendo, and surveys.
- Plan and lead feedback sessions; create user journeys, storyboards, and personas.
- Design wireframes and prototypes (low/high-fidelity) in Figma for testing, demos, and presentations.
- Manage clear developer handoffs and participate in agile rituals using JIRA and Confluence.
- Support front-end development with UI design and component creation in Vue.js, SCSS, and Bootstrap.
- Onboard and mentor UX team members; contribute to design critique sessions.
- Participate in weekly UI guilds to uphold design standards and ensure consistency.

UX/UI Designer

03/15/2021 to 15/09/2021

RxMx, Inc. – Remote

- Lead UX/UI Designer for pharmaceutical applications supporting clinical trials for healthcare professionals and patients.
- Designed user flows for mobile and desktop platforms, serving both B2B clients and end users.
- Created prototypes using Sketch, Overflow, Anima, and Adobe CC for testing, demos, and developer handoffs.
- Resolved long-standing interaction and usability issues raised by customers.
- Collaborated with engineering, product, and QA teams in sprint planning, reviews, and refinement sessions.
- Collected design requirements via JIRA through close coordination with product, operations, and stakeholders.

Lead Front-end Architect UX/UI

09/06/2013 to 02/28/2021

Personify - Austin, TX – Remote

- Awarded **Best Employee** five months in for resolving critical persistent UX/UI issues.
- Led UX efforts for transitioning company products from desktop-only to responsive, mobile-friendly web apps.
- Collaborated with R&D and dev leads to incrementally modernize UI using modern CSS frameworks while ensuring accessibility compliance.
- Created wireframes and interactive prototypes using Axure, Sketch, and Adobe Creative Suite.
- Addressed usability and interaction design issues for internal and client-side development teams.
- Delivered a variety of UX artifacts to communicate and support design concepts.
- Applied SCSS styling to applications, CMS templates, and content pages.

Web Design Manager

09/05/2011 to 09/01/2013

Gannett Healthcare Group - Falls Church, VA

- Promoted from Senior Web Designer to Web Design Manager within one year.
- Led a team of designers in creating mockups and design assets for new products and features.
- Conducted UX research and developed A/B testing pages to optimize user engagement.
- Designed and built responsive web application prototypes for healthcare professionals.
- Created landing pages and marketing collateral with a focus on responsive design.
- Managed email campaigns and maintained clean, standards-compliant HTML/CSS.

Online Creative Director

06/02/2004 to 08/23/2011

Allied Media - Alexandria, VA

- Led marketing, PR, and design teams in executing multi-platform advertising campaigns for diverse clients across traditional and digital media.
- Directed design, development, video production, and campaign execution for the **2010 Census**, creating advertising and PSAs for various ethnic American communities.
- Designed artwork and produced digital kiosks, outdoor media, audio content, and videos.

Multimedia Designer

06/01/2000 to 06/02/2004

Media Edit Pro - Falls Church, VA

- Designed advertising and marketing materials across print and digital platforms.
- Produced commercial and corporate videos for various clients and campaigns.
- Edited feature films and video content using non-linear editing (NLE) software.
- Developed interactive presentations and kiosk-based multimedia experiences.

Education

Master of Art & Science in Computer Information Systems

American University – Washington, DC.

Skills : Figma, Figma Jam, Sketch, Axure, html, Bootstrap, Material, Tailwind CSS, SCSS, GitHub, JS, JIRA, Pendo, Confluence, Salesforce, (AI tools for development, design and content generation), Adobe Creative tools and some more...