

Karina Mora

Lead AI Product Designer | Enterprise AI & Complex Workflows

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Portfolio: morakarina.com 

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Board of Innovation | 2021 - Present

Lead AI Product Designer

Promoted 2025

- Led end-to-end design of enterprise AI products for 5+ Fortune 500 clients (Walmart, Mars, SC Johnson & more) removing adoption barriers and creating intuitive experiences that helped organizations realize AI value quickly.
- Drove multiple complex AI products from ambiguous concepts to production, securing continued funding through high-quality execution.
- Collaborated cross-functionally with engineers and stakeholders to design scalable workflow architecture for enterprise AI tools, defining product vision and strategy through rapid prototyping and user research.
- Built modular design systems with exceptional attention to detail, ensuring consistency across complex enterprise products while future-proofing against rapidly evolving AI capabilities.
- Shaped product vision and storytelling around generative AI experiences.

Key Work: AI Innovation Engine, Global CPG Leader

[Read full case study →](#)

Designed an AI-powered innovation platform that helps enterprise teams ideate, validate, and launch new concepts. Built a modular workflow system (Innovation Studio, Concept Generator, Validation Engine) that made complex AI capabilities accessible to non-technical users. Led full design process from stakeholder research through production handoff, working closely with engineers to architect scalable flows. Secured funding for continued development.

Senior Product Designer

Promoted 2023

- Led the design of digital products for 10+ Fortune 500 clients including Walmart, Nestlé, and PepsiCo, through launch.
- Managed design sprints, wireframing to final delivery for web and mobile apps.

Product Designer

- Conducted user research and testing to improve engagement and usability.
- Built and maintained design systems and documentation across projects.

LENS Strategy | 2018 - 2021

Lead UI Designer

Promoted 2020

- Led full rebrand including visual system, typography, and web design.
- Designed campaigns and collateral to strengthen brand identity.
- Drove creative direction and cross-functional collaboration.

UI Designer

EDUCATION:

Bachelor of Science in Advertising, Art Direction
Boston University, Graduated 2018

REFERENCES:

Ahmed Ashour
Product Manager, Walmart
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TOOLS:

Figma, HTML/CSS/JavaScript, Replit, Framer, Webflow,
Claude, OpenAI API, Adobe Creative Suite, Miro

SKILLS:

Enterprise AI Product Design, Complex Workflow Design, B2B SaaS Design, Design Systems, Rapid Prototyping (Code), User Research, Interaction Design, Visual Design, Information Architecture, Usability Testing, Stakeholder Collaboration, Design Thinking