

# Kareem Soliman

## Senior Product Designer

Greater Los Angeles

kareemsoliman.design

linkedin.com/in/kareemsoliman1

ksoliman.me@gmail.com

(949) 554-3331

## Experience

### Lattice

Senior Product Designer | Dec 2025 – Present

- Lead end-to-end design across five Talent Suite products (Engagement, 1:1s, Goals, Updates, Q&A Board) and Lattice AI (Meeting Agent), driving cohesive multi-surface experiences across the suite.

Product Designer | Feb 2024 – Dec 2025

Promoted to Senior Product Designer based on expanded product ownership, cross-suite impact, and consistent delivery of business results.

- Led design for the Engagement product for a full year, shipping features that strengthened its market competitiveness, **drove higher win rates**, supported **meaningful ARR growth**, and achieved **Lattice’s highest ever product CSAT**.
- **Expanded scope in 2025** beyond Engagement to encompass **four additional Talent Suite products** (1:1s, Goals, Updates, Q&A Board), and later extended ownership to **0→1 AI initiatives such as Lattice’s upcoming Meeting Agent**, which is a complex cross-organizational effort.

### HelloTech (acquired by DOOR)

Product Designer | Jun 2021 – Apr 2023\*

HelloTech is a gig-economy platform that connects expert technicians with customers seeking smart-home services.

- Led the **0→1 design** of HelloTech’s internal project management platform, enabling scaled B2B workflows and driving a **93% reduction in engineering hours** spent on manual database updates.
- Redesigned core technician app flows across order creation and account management, creating a more relationship-driven experience that improved LTV, **increased average order volume by ~300%**, and strengthened retention, reducing churn and lifting NPS.
- Co-created HelloTech’s **new mobile app design system**, improving product velocity and cross-team efficiency across design, engineering, and QA.
- Optimized the D2C ecommerce experience by overhauling checkout flows and navigation, streamlining the customer journey for thousands of users.

*\*Position impacted by reduction in force*

## Education

### University of California, Irvine

B.S. Biological Sciences | Class of 2017

### Springboard

UI/UX Design | Certification 2021

## Skills

### Design

Design strategy, advanced prototyping, AI interaction patterns, wireframing, end-to-end user flows, high-fidelity mockups, information architecture, systems thinking, visual design, interaction design, design systems, responsive web design, native iOS/Android mobile design, accessibility

### Product

Product strategy, project management, cross-functional collaboration, roadmapping, sequencing, requirements definition, AI prompt evals (human-in-the-loop)

### Research

User interviews, moderated usability testing, competitive analysis, jobs-to-be-done, usability audits, surveys, journey maps, contextual inquiry, concept validation, insights synthesis

### Technologies

Figma, Cursor, LLM-assisted design workflows, Figjam, Jira, Webflow, Framer, Adobe Creative Cloud, Lottie, Slack, Notion, Fullstory, Google Suite, HTML/CSS, Github, Git