KARIM SALEH
SR.PRODUCT DESIGNER

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Career overview:

- Two-time founder and Lead Product Designer. Designer #1 twice and currently designer #4 at a unicorn health-tech startup.
- Build in Cursor daily, commit code to production, and lead AI strategy and enablement across Design, Product, and Engineering teams.
- 6+ years shipping 0-1 products, scaling design teams, and owning the full design stack—from product to brand.
- Partner with engineering, ML/CAD, data, and manufacturing teams to ship AI-first workflows and LLM-native products across health, finance, and music.
- Transform six-month roadmaps into two-week AI-enabled sprints, delivering high-impact products under tight deadlines.
- Public speaker on AI strategy and product design—presented at Adobe and NYC demo nights on enterprise AI best practices.

Skills:

(Product Thinking) (PRD) (Interaction Design) (Peer Review) (Figma)
(Research) (Prototyping) (Webflow) (Visual Craft) (Marketing) (UX Interviews)
(Brand)

Experience:

Co-founder, Lead Product Designer
The Function (Full-time)

Dec 2023 - Present

- Reduced planner staffing costs by approximately 75% by automating event planning administration through 14 custom visual frameworks—enabling in-app booking, reviews, messaging, event management, and payment processing.
- Drove over $750K in booked business and increased inbound leads by 900% within the first six months by elevating and integrating a niche-aligned brand across product design, tooling, and marketing.

Co-founder, Lead Product Designer
Fringe (Full -time)

July 2021 - Dec 2023

- Led design and user research for a music investment platform, onboarding over 1,000 first-time investors and expanding to approximately 50 artists within six months.
- Tripled the average investment size and exceeded sold-out drop goals by implementing product iterations informed by qualitative and quantitative data.
- Guided the team from MVP through iterative development to deploy key features—reducing support tickets by 76% as the product gained financial legitimacy in the market.
- Raised funding from top venture capital firms.

Product Designer
O-p-e-n (Contract)

April 2021 - May 2021

- Executed design audits, behavioral research, and competitive analysis to develop the "Welcome to O-p-e-n" onboarding flow, boosting user engagement and understanding of subscription benefits.

UX Designer
Stogo (Contract)

Jan 2021 - Feb 2021

- Designed and optimized dashboard features for Stogo's platform, enhancing customer engagement and improving overall user experience.

UX Designer
ControlHub (Contract)

Dec 2020 - Jan 2021

- Transitioned the native Slack application to a web-based platform, consolidating four purchase flows into one scalable product and doubling the System Usability Scale (SUS) score.

Director (Bay area)
Sofar Sounds (Full-Time)

Feb 2018 - Oct 2019

- Drove a 450% increase in local ticket capacity, achieving the highest profit margins across 443 Sofar cities, exceeding global profit targets by 2.5x.
- Scaled operations and led the team from a single volunteer run show to generating $1.2M+ annually.

Artist Relations Director
Sofar Sounds (Full-Time)

June 2017 - Sep 2018

- Leveraged stakeholder interviews and quantitative engagement data to create a global touring initiative for Sofar alumni, transforming San Francisco from the lowest, to the highest artist engagement levels across 400+ global Sofar cities.

Education:

UC Santa Barbara

- CERT. Entrepreneurship / Technology Management
- B.S. Environmental Studies

General Assembly

- UX Design Immersive