

Ibrahim Karakus

Portfolio: <https://karakus.design/>

Product Designer (UX-Focused)

Product-focused builder with experience designing early-stage systems, marketplaces, and interactive products. Strong in user flows, system thinking, and turning ideas into working products, including a recently launched multiplayer game.

Projects:

Roblox Multiplayer Game — Independent Project (2026)



- Designed, built, and launched a multiplayer game on Roblox, focusing on social interaction and event-based gameplay
- Built core gameplay loop and interaction systems to drive player engagement
- Developed onboarding and UI systems for player clarity and retention
- Iterated based on real player behavior and testing sessions

Product Experience

Product Designer / Startup Builder

Designed 4+ early-stage products from concept to MVP

- Designed end-to-end UX systems for early-stage products including a speculative marketplace and creator platform, owning onboarding, core flows, and system logic from zero to MVP
- Conducted lightweight user research and iterative testing to validate assumptions and improve usability
- Used AI-assisted workflows to accelerate research, ideation, and iteration in fast-moving startup environments

Founder / Web & Branding Agency



EasyWeb

- Founded and operated a subscription-based web and branding agency serving small businesses
- Designed and launched websites and brand systems focused on clarity, trust, and conversion
- Led client discovery, translated non-technical needs into structured solutions, and managed end-to-end delivery
- Gained hands-on experience aligning user experience decisions with business and operational constraints

Operations & Product Experience



Pizzeria ADESSO

- Redesigned and optimized the in-store menu, improving information hierarchy, pricing clarity, and item discovery
- Built and managed the Uber Eats online ordering menu, structuring categories, modifiers, and descriptions to reduce friction and errors
- Improved digital ordering flow by aligning menu structure with real customer behavior and ordering patterns
- Worked as a jack-of-all-trades across operations and customer service, developing strong user empathy and execution discipline
- Gained hands-on understanding of brand reputation, repeat customers, and how small UX decisions directly impact revenue

Content Creator & Digital Brand Builder



EX Clothing

- Created and managed digital content and visual assets, developing a strong understanding of user attention, engagement, and discovery
- Launched and operated a niche e-commerce clothing brand using Shopify, gaining exposure to positioning, audience targeting, and conversion flows
- Built intuition for how users interact with digital products in real-world, non-ideal conditions

DETAILS

Montreal, CA

[Linkedin](#)

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EDUCATION

High School Diploma

UX Design Coursework (Foundational)

SKILLS

Design: UX/UI
Systems Thinking
User Flows
Information Architecture

Technical: HTML/CSS
Basic Scripting

Tools: Figma
Webflow
DaVinci Resolve