

Ibrahim Karakus

Portfolio: karakus.design

Product Designer (UX-Focused)

Product Designer with hands-on experience designing early-stage products, marketplaces, and interactive systems. Skilled in user flows, information architecture, systems thinking, and rapid prototyping, with experience taking concepts from research and strategy through to functional products.

Selected Projects:

OneCast — Independent Product Design Concept (2026)

- Designed an end-to-end streaming platform concept focused on discovery of international and independent cinema.
- Developed information architecture, user flows, contextual discovery features, and high-fidelity prototypes.
- Explored how cultural context and community features could improve discovery and engagement.

Eventify — Independent Product Design Concept (2026)

- Designed a two-sided event discovery and hosting platform for attendees and organisers.
- Developed guided creation flows, discovery systems, and marketplace structure.
- Applied systems thinking to balance the needs of attendees and organisers.

Instagram Dating — Speculative Product Concept (2026)

- Explored how Instagram could introduce dating while preserving privacy and existing social identity.
- Designed matching, discovery, social-status preferences, and monetisation concepts.

Roblox Multiplayer Game — Independent Project (2026)

- Designed, built, and launched a multiplayer game on Roblox.
- Iterated on gameplay loops, interaction systems, and engagement based on testing.

Product Experience

Product Designer / Startup Builder

Independent Projects

- Designed 4+ early-stage product concepts spanning marketplaces, creator platforms, and interactive products.
- Owned end-to-end product design across research, information architecture, user flows, wireframes, and prototypes.
- Used AI-assisted workflows to accelerate research, ideation, iteration, and prototyping.

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 for small businesses, translating client requirements into structured digital solutions.
- Led client discovery, translating non-technical requirements into structured solutions and managing projects from concept through delivery.
- Gained hands-on experience aligning user experience decisions with business and operational constraints.

Operations & Product Experience

Pizzeria Adesso

- Redesigned and optimised the in-store menu, improving information hierarchy, pricing clarity, and item discoverability.
- Improved digital ordering flow by aligning menu structure with customer behaviour and ordering patterns.
- Managed day-to-day operations while developing practical UX understanding through direct customer interaction.

Content Creator & Digital Brand Builder

EX Clothing

- Created and managed digital content and visual assets, developing experience in audience attention, engagement, and discovery.
- Built and operated a niche e-commerce brand, gaining hands-on experience with positioning, conversion, and digital marketing.

DETAILS

Montreal, QC

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EDUCATION & TRAINING

High School Diploma

UX Design Coursework (Foundational)

DESIGN

UX/UI

User Flows

Information Architecture

Systems Thinking

Interaction Design

Prototyping

TOOLS

Figma

FigJam

Webflow

DaVinci Resolve

TECHNICAL

HTML/CSS

Basic Scripting

AI-Assisted Design Workflows