



Ayaz Karim

Innovative and results-driven **UX/UI Designer** and **Creative Lead** with over a decade of experience leading design projects and teams in various industries. Proven track record of driving impactful design strategies and creating user-centric digital experiences. Adept at managing cross-functional teams, building strong client relationships, and delivering high-quality projects on time and within budget. Passionate about solving complex problems, improving processes, and fostering a collaborative and creative work environment. Ready to leverage extensive design expertise and leadership skills to excel in a management role.

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 [Linkedin](#)

Experience

Canadian Tire Financial Services (CTFS)

Sr. UX/UI Designer | April 2022 - Present

- Lead a team of designers and researchers to deliver a consumer facing web modernization project, resulting in a consistent 5% increase in user engagement (month over month) and increased NPS by 30%.
- Mentored junior designers, providing guidance on design principles and career development, leading to improved team performance.
- Fostered a collaborative cross team environment through regular design sprints and brainstorming sessions, enhancing team creativity and cohesion. Working with developers to code new modern web enhancements that align with current and upcoming website trends.
- Spearheaded the ongoing creation and implementation of a company-wide design system and style guides in FIGMA, streamlining design processes and reducing production time by 20%.
- Led the design of enhancements on a credit card application experience that resulted in a measurable uplift in digital sales conversions. Partnered with product, engineering, and analytics to streamline the user journey and optimize for completion.

Firebolt Group Inc. / Envisage Canada Inc.

Creative Lead & Sr. UX/UI Designer | January 2013 - April 2022

- Built and maintained strong client relationships, translating their needs into effective design solutions, resulting in a 15% increase in client retention. Worked with brands such as: The Macallan, EA Sports, Remy Martin, MillerCoors, Mountain Dew, Monster, Ducati, Ciroc, CitiBank, Hilton Hotels.
- Introduced new design tools and methodologies, reducing project turnaround time by 20%. (Invision, Sketch, Miro)
- Organized and led cross-functional workshops to identify and address process bottlenecks, enhancing overall workflow and productivity.
- Led product design for multiple SaaS live event marketing platforms (Engage360 & Iconex), improving user engagement and satisfaction, servicing over 100 live events.

Education

Brainstation

User Experience Design

Certificate ID: 830-851-252

Skills

- Experience leading a team
- Collaboration
- Strong Presenter & Communicator
- Organized Self-Starter
- Humor & Banter (Expert)

Tools & Design Skills

Design

- Rapid Prototyping & Wireframing
- Storytelling
- Ideating
- Sketching
- Visual Design
- Motion Design
- Branding
- Presentation Design

Research

- User Research
- Usability Testing
- Personas
- Journey / Affinity Mapping
- User Flows

Tools

- | | |
|-----------------|----------------|
| • Figma | • Premiere Pro |
| • HTML / CSS | • Zeplin |
| • Photoshop | • Miro |
| • Illustrator | • Maze |
| • After Effects | • JIRA |

Experience (cont.)

WorkTango Inc.

Creative Lead | February 2016 - April 2018

- Managed the end-to-end design process for a new SaaS platform, coordinating with cross-functional teams to deliver the project on time and within budget.
- Created the brand, designed and developed the company website resulting in 10 scheduled demos per month.
- Featured on Forbes for successful design strategies that contributed to company growth.
- Designed initial SaaS platform prototype and presentation which resulted in successful venture capitalist funding.

DJ EPIK

Professional DJ | 2008 - Present

A DJ in the city of Toronto having played at many high profile venues and alongside many of the most successful DJs across cities in North America. Creating my own brand, social media graphics, live stream animated green screen graphics all in house having amassed a major following on [Instagram](#) & [Twitch.tv](#).

ZoomerMedia Inc.

Interactive Designer | October 2011 - 2012

- Responsibilities included: Providing modern design and creative ideas to existing properties. Using latest industry trends in HTML5 / CSS3 and design practices. Updating graphics for company Facebook pages, Twitter pages and other Social Media channels. Creating contest landing pages for Zoomer Magazine, ZoomerRadio, Classical 96.3FM and VisionTV.
- Worked on the ZoomerMedia Corporate site redesign, EverythingZoomer.com site design.


CrossCap

Graphic Designer | May 2009 - October 2011

Responsibilities included UI design, icons, presentation design, wireframes, and quality assurance. Communicate with developers, coordinating web front-end functionality. Create and design aesthetic and engaging PowerPoint and prezi presentations, microsites, landing pages and banners; quickly delivering numerous scenarios, mockups and proofs of concept for presentation to client.

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