

Kareem Hindi

Product Design Strategist

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EXPERIENCE

Inspire11 Inc.

Senior User Experience Consultant September 2019 - March 2026

- Led clients in the financial, retail and automotive space through the full scope of the research and design process including defining personas and key user requirements, developing interactive wireframes and creating strategic development roadmaps.
- Collaborated with company management to define and communicate key design practice capabilities to contribute to business development initiatives company wide.

Apervita Inc.

Senior User Experience Designer October 2018 - August 2019

- Led strategy white board sessions to determine user requirements for new platform wide analytics tools.
- Created interactive prototypes demonstrating improved usability and functionality to stakeholders and subject matter experts.
- Worked with leadership to develop new processes and templates for user research and prototyping.

Rightpoint Consulting

Senior User Experience Designer September 2014 - September 2018

- Worked with clients in the retail, manufacturing, finance and healthcare industries to develop enterprise and consumer digital solutions to improve employee productivity, engagement and customer conversion.
- Guided clients through the full design lifecycle including stakeholder interviews, requirements gathering, persona definition, wireframe prototyping and usability testing.

Sears Holding

Senior User Experience Researcher October 2013 - September 2014

- Planned, executed and analyzed usability tests including remote and in house eye tracking studies for www.SearsPartsDirect.com.
- Developed and implemented long term research roadmap while working with project managers, creative directors and designers.

Grubhub Seamless

User Experience Researcher May 2013 - September 2013

- Managed all aspects of usability tests including recruiting, execution and analysis contributing to new design directions for technology and marketing teams.
- Conducted ethnographic research in restaurants to gather data for major restaurant study.

Root Learning

Insights Team June 2012 - August 2012

- Assessed strategy execution methods of a major retailer through conducting and analyzing field observations and employee interviews.

Motorola Mobility

User Experience Design Intern May 2011 - August 2011

- Developed a simplified share interface allowing the user to aggregate updates to available social networks from a browser dialogue.

EDUCATION

Illinois Institute of Design

Masters in Design 2013

Interactive Media Workshop

- Designed, constructed and implemented an interactive research probe in Chicago's City Hall to collect data from citizens.
- Data was used by the Department of Cultural Affairs and Special Events to draft the 2012 Cultural Plan.
- Accepted for presentation at CHI2013.

Student Activities Board

Social Chair

- Planned and organized social events for students including the International Potluck Dinner and the End of Year party.

DePaul University

B.A. English 2005

TECHNICAL SKILLS

Cursor

Claude Code

Lovable.AI

Figma

Adobe Creative Suite

Office 365 Suite|

JIRA

ACTIVITIES