

# Kareem Khalid

| Product Designer

## Contact & Links

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- Portfolio: <https://kareemk.fyi/>

## Projects

### Fen — Product Designer

- Helped build Fen, a local art marketplace, from the ground up to **600+ users**.
- Rebuilt the listing process to solve for user drop-off, identifying pricing and measurement friction as the core blockers.
- Partnered closely with a UI/UX Engineer to implement the redesigned listing flow, increasing listing conversion rate.
- Helped build Fen's design system, establishing consistent components and patterns across the product.

### PTSO — Founder & Product Designer

- Designed an AI-powered outfit-styling app that generates outfits from a user's own digital wardrobe based on events, weather, and personal style.
- Conducted competitive research on digital wardrobe and AI-styling apps to inform product positioning and identify an opening for a more conversational, chat-first styling experience.
- Built high-fidelity motion prototypes with Caude AI simulating real-time chat behavior to communicate product feel beyond static mockups.
- Worked on creative direction for our AI's visual identity, and personality to build user trust and recognition.

## Work

### Unscrolled — Intern UI/UX Designer

11/23 - 11/24

- Assisted with building the color system for Unscrolled's design system, establishing a consistent color palette and usage guidelines to support accessibility and visual consistency across the product.
- Conducted user testing on design solutions, gathering feedback to validate and refine UI decisions before implementation.
- Designed the Classroom Dashboard from concept to final UI, creating a central hub for, core function, track progress, manage assignments, view activity.

### Halalpapi — General Manager

11/26 - current

- Built our team and store to help us reach **700+ reviews** while maintaining a **4.9-star** rating, reflecting a consistently high standard of customer experience.
- Led day-to-day operations as General Manager, building and implementing systems to improve consistency and efficiency across the store.

- Owned P&L for the location, managing budgets, costs, and revenue performance to drive profitability.

**Genpact — Customer Service Rep/SME**

*09/25 - 12/25*

- Provided customer support for Coinbase users, guiding them through account setup, transactions, and core app functionality to ensure a smooth onboarding and trading experience.
- Troubleshoot technical and account-related issues in real time, resolving customer concerns efficiently while maintaining a high standard of service.
- Served as a Subject Matter Expert (SME), assisting team members with live calls and complex cases to improve resolution quality across the team.