

Tal Karimli

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I specialize in digital product innovation and growth, backed by over 10 years of experience in B2B SaaS and eCommerce. Recently, I've integrated AI-driven strategies to optimize product-market fit and user experience, delivering measurable outcomes. I specialize in turning concepts into actionable plans and leading cross-functional teams to create customer-centered solutions that align with business goals.

EXPERIENCE

Uvodo

California

Head of Product

(Product Design, UX/UI)

Jan 2021 — Sep 2024

- Developed and launched the Uvodo Card, a virtual Visa card integrated with Google and Apple Wallets, which increased merchant transactions by 35% and simplified payment processes for users.
- Directed the design and launch of the 'Sell via Link' feature, driving a 50% boost in user activity within six months and expanding sales channels for merchants via social media.
- Improved user flows by redesigning the onboarding process, reducing time from three days to one hour based on feedback from over 200 users, significantly enhancing user satisfaction and product adoption.

Nextsale Acquired

California

Head of Product

(Product Design, UX/UI)

May 2018 — Nov 2021

- Launched interactive features, including countdown timers and customer activity feeds, which boosted user engagement by 30% and improved visitor retention.
- Designed targeted promotional tools that increased customer purchases by 15% during high-traffic sales events, supporting faster decision-making and enhancing conversion rates.
- Developed personalized campaign strategies that attracted over 3,000 new customers and increased conversion rates through targeted discounts during peak sales periods.

Code Academy

Baku

Design Educator

(UX/UI Design Specialization)

May 2017 — Mar 2019

- Created and led interactive learning modules, increasing student participation by 25% and deepening their hands-on understanding of UX/UI concepts.
- Instructed over 90 students in digital tools and design techniques, guiding them to achieve project goals within set timelines and enhancing their project management skills.
- Developed and delivered UI/UX training materials for internal stakeholders, improving team-wide understanding of design best practices and fostering a collaborative design culture.

e-Gov Development Center

Baku

UX/UI Designer

Design systems

Apr 2016 — Oct 2017

- Launched two specialized portals for niche markets, increasing conversion rates from organic traffic by 15%, which contributed to revenue growth.
- Developed design frameworks for over 30 campaigns, ensuring brand consistency by standardizing colors, fonts, and design elements across digital assets.
- Created 20+ promotional materials, including brochures and magazines, which boosted event attendance by 40% and generated significant leads for future campaigns.

Freelance

Worldwide

Graphic & Web Designer

Sep 2009 — Mar 2016

- Managed 50+ web design projects, implementing SEO best practices to increase organic traffic by 60% and supporting client growth objectives.
- Edited over 100 promotional videos, enhancing social media engagement by 30% and strengthening client brand presence.
- Optimized design processes for 30+ print campaigns by creating standardized templates, reducing delivery times by three days per project and boosting production efficiency.

SKILLS

Product leadership:

- I prioritize features based on data and market research, achieving a 25% increase in customer retention. Skilled in managing the entire product lifecycle and crafting go-to-market strategies, driving 15% annual revenue growth.

Project management:

- I implement agile methodologies with cross-functional teams, improving project completion times by 20%. Experienced in roadmap planning and task prioritization, ensuring timely delivery of key projects.

User interface (UI):

- I develop UI systems and high-fidelity mockups, reducing design revisions by 50% and ensuring brand consistency across platforms.

User experience (UX):

- I design wireframes and prototypes, reducing development time by 20%. I conduct usability testing and user research, which increase user satisfaction by 25%, improving product adoption.

EVENTS

Web Summit 2022, Lisbon, Portugal:

- Explored trends in product innovation, AI, and growth strategies with global industry leaders.

TechCrunch Disrupt 2019, Berlin, Germany:

- Attended sessions on technologies, product strategy, and networking with startup founders.

UX Alive 2018, Berlin, Germany:

- Participated in advanced UX/UI workshops, gaining insights into best practices and emerging design methodologies.

EDUCATION

Azerbaijan Technical University

B.S. in Computer & Information Sciences

Sep 2009 — Jun 2013

500 Global

Startup Accelerator Program

Jun 2020 — Sep 2020

Y Combinator

Startup School Program

Jun 2022 — Aug 2022