

Kareem Edmonds

Multidisciplinary Designer | Brooklyn, NY

Multidisciplinary creative, fueled by a passion for blending art and technology. With 4+ years of expertise in the Adobe Creative Suite and 2+ years in front-end web development, I leverage a mix of formal training and self-taught skills (including full-stack, UX research, and product design). My focus on creative problem-solving allows me to consistently deliver tailored, people-first solutions. Currently seeking opportunities to utilize this diverse skill set in order to bring delight into digital experiences.

Skills

Programming: CSS, HTML5, JavaScript, p5.js, three.js

UX Design: Brand Design, Color Theory, Competitive Analysis, Content Management, Design Systems, Design Thinking, Design Tools, Desktop/Web Design, Mobile Design, Persona Creation, Product Design, Responsive Web Design, Stakeholder Communication, Typography, Usability Testing, User Research, Visual Design, Wireframing

Technologies: After Effects, Figma, Figjam, Illustrator, InDesign, Jira Confluence, Lightroom Classic, Mailchimp, Photoshop, Premiere Pro, Shopify, Slack, Trello, Webflow, Wix, Wordpress

UX Research: A/B Testing, Affinity Mapping, Competitive Analysis, Content Management, Copywriting, Data-Driven Research, Personas, Product Strategy, Strategic Thinking, Usability Testing

Digital Marketing: B2B Outreach, Campaign Planning, CMS Management, Photography, Presentations/Pitch Decks, Social Media Marketing, SEO Optimization, Video Editing

Projects

Golden Point Caribbean Lounge *Lead Product Designer* 06.2022 - 08.2022

- Designed a high-fidelity landing page for a luxury West Indian restaurant, prioritizing user-centered design.
- Developed several assets (style guides, logos, high-fidelity mockups) for the restaurant, ensuring consistent branding.
- Interviewed Caribbean and non-Caribbean users to define brand identity, target audience, and restaurant atmosphere.
- Managed the design system's implementation throughout the website and mobile interfaces.
- Provided user-friendly solutions for online ordering and real-time reservations.

Work Experience

General Assembly *Operations Specialist | NYC Campus* 01.2020 - Current

- Led campus engagement & beautification efforts, designing multimedia (Adobe Creative Cloud) to foster participation in student-led initiatives by 20%.
- Provided students pro bono professional headshots and editing services, boosting online presences for career advancement.
- Partnered with Digital Marketing team to produce alumni testimonial videos for social media (Instagram, TikTok, & LinkedIn).
- Collaborated with stakeholders to audit website UI/UX, resulting in a 10% increase in user engagement.

Modos Furniture *Product Designer* 10.2021 - 12.2021

- Collaborated with a team of 2 to take on creative consulting duties for Modos Furniture, a burgeoning furniture startup based in the Brooklyn Navy Yard.
- Created marketing brochures showcasing Modos' catalog, (Photoshop/InDesign) to secure new B2B clients.
- Developed creative strategies for Modos' Kickstarter campaign, highlighting their innovative use of ocean plastic for eco-conscious products.

Warner Bros. Discovery *HBO Max Growth Marketing Designer* 10.2020 - 12.2020

- Developed and managed marketing materials contributing to HBO Max's successful 2020 launch and its achievement of 41.5 million subscribers.
- Oversaw timely distribution of GIFs on HBO Max's channel, developing high-performing GIFs (1M+ impressions each) to promote platform content.
- Developed high-fidelity prototypes for HBO Max's desktop interface (Figma) to improve usability and ensure cross-product consistency.

[3:5] Creatives *Graphic Designer* 01.2020 - 04.2020

- Collaborated with a Bronx-based multimedia agency on client design and production deliverables: (logos, apparel, brand merchandise, social media).
- Created static and motion graphics using Adobe Creative Suite tools (Photoshop, After Effects, Illustrator).
- Implemented design strategies that yielded a 258% increase in impressions and a 55% increase in new leads within 90 days.

Education

Brooklyn College *B.S. in Multimedia Computer Science* Completed 12.2021

General Assembly *Digital Marketing - Certificate* 11.2024 - 02.2025

Front-End Web Development - Certificate 12.2022 - 03.2023

Visual Design - Certificate 06.2022 - 08.2022