

KARIM MUHTAR

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PORTFOLIO
karimmuhtar.com

EXPERIENCE: 16+ Years

PRODUCT & UI/UX DESIGN LEAD / MANAGER

Productra | Beirut, Lebanon | Jun 2024 - Present

- Founded cross-functional team delivering 3 apps.
- Defined product vision, achieving 2,500+ downloads in first month.
- Mentored team and optimized design workflows.

UI/UX DESIGN LEAD / PRODUCT DESIGN MANAGER

Devloot Technologies | Dubai, UAE | Jun 2022 - Mar 2024

- Led UI/UX design for three major apps.
- Built and scaled design department; hired 2 designers.
- Ran workshops, usability tests, and roadmap planning.
- Mentored junior designers, improving skills and performance.
- Collaborated with dev and marketing teams on strategy.

HEAD OF PRODUCT DESIGN (UX & PRODUCT)

Arcadous | Beirut, Lebanon | Aug 2021 - Dec 2022

- Built design department with systems and workflows.
- Led UI/UX team in feature design and testing.
- Recruited and mentored junior designers.
- Managed brainstorming, roadmap, backlog, and KPIs.
- Ensured on-time, high-quality product delivery.

UI/UX DESIGN LEAD

STC Bahrain | Manama, Bahrain | Sep 2021 - May 2022

- Led B2B digital transformation via self-care portal.
- Restructured processes and built UX department.
- Directed UI/UX team for new and improved features.
- Mentored and managed product team performance.

UI/UX DESIGN & PRODUCT LEAD

RAY Labs | Beirut, Lebanon | Jul 2020 - Oct 2021

- Built and structured product design department.
- Led UI/UX design processes and improved product.
- Mentored and managed junior product team members.

OLDER DESIGN ROLES

Various Companies & Startups | Beirut, Lebanon | Jul 2009 - Jul 2020

- Worked at Omnicom Media Group, Fetchr, Leo Burnett & others.
- Founded 7 startups, driving product and design strategy.
- Delivered design across e-commerce, fintech, logistics, gaming, & others.
- See full career history on [LinkedIn](#).

EDUCATION: 2 Bachelors + 1 MicroMasters

MicroMasters in Digital Product Management

Boston University | Boston, USA | Mar 2020 - Oct 2020

Bachelor's in Digital Design

Lebanese American University | Beirut, Lebanon | Sep 2006 - May 2009

Bachelor's in Operations & Information Management

American University of Beirut | Beirut, Lebanon | Sep 2001 - May 2004

CERTIFICATIONS

- **UX Management Certificate** | Interaction Design Foundation | Feb 2022
- **Google UX Design Certificate** | Google | Jul 2021
- **Scrum Fundamentals Certificate** | SCRUMstudy | Feb 2019
- **Web Design Concepts Certificate** | Brainbench | Aug 2014

OTHER ACHIEVEMENTS

- Won seed funding for Presella startup | 2012
- Published design e-book | 2017
- Organized & presented workshops/events | 2011-2017
- Content creator for 2 blogs & 2 YouTube channels | 2011-2024

LANGUAGES

English: Fluent | **Arabic:** Fluent | **French:** Intermediate | **Spanish:** Beginner

SOFTWARE & TECH SKILLS

Management & Collaboration

Jira, Confluence, Miro, Teamwork Projects, Asana, Microsoft 365, G Suite, CRMs

UX/UI Design

Figma, Framer, Adobe XD, Sketch, ProtoPie, UXPin, Uizard, Stitch, Webflow

Creative Design

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

Programming

HTML5, CSS3, XML

Analytics & Marketing

Google Analytics, Hotjar, SEO, PPC, ASO, SEM, Hootsuite