

# Jeffrey Karl

## Senior Product Designer, Growth

Berlin 10437

[jeff@jeffreylkarl.com](mailto:jeff@jeffreylkarl.com)

+490176 43820278

## Professional Summary

Senior Designer with a focus on growth, with over 10 years of experience in UX/UI design and digital marketing. Recently certified in advanced growth strategies, specializing in optimizing user experiences to drive business growth. Experience in increasing conversion rates and implementing data-driven growth initiatives across various industries.

Authorized to work in the US for any employer

## Work Experience

### Senior Growth Designer

Ablefy Gmbh-Berlin, DE

July 2024 to Present

- Serve as a Senior Growth Designer on the Growth Team.
- Lead website redesign and optimization efforts, implementing A/B testing strategies.
- Cross-functional collaboration between Data, Marketing, Sales, and Product teams to drive Product Led Sales motion
- Develop strategies for lead generation and qualification for our sales team
- Implement growth models and frameworks to optimize user acquisition and retention

### Freelance Designer & Consultant

Berlin

May 2016 to Present

- Serviced clients for various projects, particularly in the areas of UX/UI, marketing graphics, social media management and growth strategy.
- Platform and domain expertise in: growth hacking, Facebook Ads Manager, Instagram ads, Reddit ads, marketing funnel creation, conversion tracking, Amazon Merch, Wordpress CMS, user testing, brand and product development.
- Clients included: Wagawin GmbH, Greentube GmbH, Tier-Herz.com, Viorama GmbH, Outlines Inc.

### User Experience Designer

ERGO GROUP-Nürnberg

February 2020 to July 2024

- Served as a UX / UI Designer on the Customer Journey Team.
- Design, wireframe, prototype and user test new customer journeys for an array of private insurance products with the aim of increasing conversion rates.
  - ERGO is the largest German subsidiary of MunichRe, the largest provider of reinsurance in the world.

### Lead Artist / UI Designer

Greentube GmbH-Vienna, AT

February 2015 to May 2016

Lead Artist, Concept Artist, UI/UX Artist and Story Writer on the Plurius team for "Perchta," Greentube's first internal title (from Jan. 2015).

### **Marketing Designer**

Greentube GmbH-Vienna, W

February 2014 to December 2014

Marketing Designer for the internal graphics department.

### **Lead UX / UI Designer and Concept Artist**

Mind Pirate, Inc-Menlo Park, CA

May 2013 to October 2013

Led the UI Design and contributed to the concept art for the 3D augmented reality mobile game "Food Fling Blitz."

### **UI Artist**

Pixelberry Studios, Inc-Mountain View, CA

November 2012 to April 2013

Served as the UI Artist for the interactive narrative mobile game 'High School Story,' Pixelberry's flagship title.

### **Illustrator**

Daydreams & Nightdreams-Mountain View, CA

May 2012 to November 2012

Illustrated and self-published this children's book through the crowdfunding platform Kickstarter.

- Later won an independent publishing award.

### **Senior Artist / UI Artist**

Game Closure, Inc.-Mountain View, CA

January 2012 to May 2012

Mountain View, CA, USA (January 2012 - May 2012)

- Led the UI / UX Design for the redesign of "Word Train."
- Worked as Concept and Senior Artist on the production of "Mecha-Mecha Panic, " an HTML5 mobile game.
- This company was a member of StartX (the Stanford University Startup Accelerator).

### **Game Artist**

TinyCo-San Francisco, CA

January 2011 to December 2011

Worked on top iOS titles such as "Tiny Zoo, " "Tiny Pets, " and "Tiny Village," as well as "Tap Resort" and "VIP Poker."

- Designed almost all initial level characters in "Tiny Zoo" and defined the first style guide for the user interface and the environment.

### **2D Artist**

Hands-On Entertainment, Inc.-San Francisco, CA

November 2010 to January 2011

Served as the 2D Artist for the Facebook Game "World Poker Tour."

- Developed in-game assets to stabilize the balance of the virtual economy and update the overall look and feel.

## **Freelance Illustrator**

Present Creative, Inc.-San Francisco, CA

August 2010 to October 2010

Created vector assets in linear and isometric perspective for the game "Market Street."

## **Freelance Storyboard Artist**

Outlines Inc-New York, NY

January 2007 to July 2010

Drew up conceptual comp art for television advertisements for brands such as Dr Scholl's, Wendy's, Pace Foods, Claritin, Valtrax, Bacardi, Ambien, Vicks, Pepperidge Farm, Allstate Insurance.

## Education

### **Bachelor of Fine Arts in Illustration**

Fashion Institute of Technology

September 2006 to May 2008

### **Associate of Applied Science in Illustration**

Fashion Institute of Technology

September 2004 to May 2006

### **Diploma**

Westhampton Beach High School

September 2000 to June 2003

## Skills

- Digital Painting
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- InVision
- Sketch App
- Adobe XD
- Facebook Ads Manager
- Javascript, HTML und CSS
- Unity
- User Experience (UX)
- User Interface (UI)
- WordPress
- Usability
- Branding
- Illustration

- Agile
- User Research
- Sketch
- Motion Graphics
- Kanban
- Adobe Creative Suite
- Adobe InDesign
- Scrum
- Wireframing
- Confluence
- Video Editing
- Figma (5 years)
- Google Ads (1 year)
- Framer (1 year)
- Webflow (1 year)
- Rive (1 year)

## Languages

- Englisch - Muttersprachenniveau •
- Deutsch - Fließend

## Links

<https://jkarl.notion.site/design>

[www.codepen.io/jeffreylkarl](http://www.codepen.io/jeffreylkarl)