



SERJ KHOROZIAN

Senior Product Designer

Enterprise • E-commerce • AI • Consumer Products

IAMSERJ.COM
HELLO@IAMSERJ.COM
650.384.3777

PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience designing enterprise platforms, ecommerce products, AI-enhanced experiences, and consumer-facing applications for Apple, Google, NVIDIA, iHerb, and Wolters Kluwer.

I partner with Product Managers, Engineers, Researchers, Marketing teams, and stakeholders to solve complex user problems through research-driven design, scalable design systems, and intuitive digital experiences. Experienced across the full product lifecycle from discovery through launch, with a focus on usability, accessibility, engagement, and business impact.

EXPERIENCE

iHerb

Sr. UI/UX Designer

April 2019 - May 2026 • Remote

- Led UX/UI design for global e-commerce experiences across desktop and mobile.
- Simplified navigation, information architecture, and user flows to reduce friction.
- Designed responsive interfaces, landing pages, campaigns, and promotional experiences.
- Built scalable UI components and reusable design patterns.
- Partnered with Product Managers, Engineering, Marketing, Analytics, and Creative teams.
- Applied accessibility standards and UX best practices.
- Delivered production-ready designs balancing business and user needs.
- Mentored designers through critiques and collaboration.

Wolters Kluwer

UI/UX Designer

April 2018 - April 2019 • Glendale, CA

- Redesigned enterprise e-commerce experiences across Sitecore, WordPress, and Insite.
- Created scalable design systems and reusable UI components.
- Managed a digital library of 4,000+ educational products.
- Improved information architecture and navigation.
- Partnered with cross-functional teams to deliver scalable user experiences.

Apple

Product Designer

February 2018 - April 2018 • Sunnyvale, CA

- Designed responsive Apple.com product experiences across desktop, tablet, and mobile.
- Partnered with designers, developers, producers, and localization specialists.
- Produced production-ready UI assets supporting international launches.
- Reviewed deliverables for accessibility, consistency, and implementation quality.
- Contributed to major global product launch initiatives.

Google

UI/UX Designer

September 2017 - December 2017 • Sunnyvale, CA

- Designed Google Cloud experiences simplifying complex enterprise content.
- Strengthened information architecture using Material Design.
- Collaborated with stakeholders, developers, and content teams.
- Designed scalable layouts supporting enterprise products and AI initiatives.
- Contributed to one of the world's leading cloud platforms.

EDUCATION

BFA in Interaction & UI/UX Design

Academy of Art University

San Francisco, CA

2011 - 2016

PROFESSIONAL DEVELOPMENT

UI/UX Design for AI Products

Stanford University

San Francisco, CA

2026 - In Progress

SKILLS

- Product Design
- Design System
- Interaction Design
- Accessibility
- Product Strategy
- UI/UX Design
- Art Direction
- Branding & Identity Design
- Usability Testing & Research
- Wire-framing & User Flows
- Prototyping
- Visual Design
- Responsive Design
- Web Development

TOOLS

- **Design:** Figma, Sketch, Framer, Photoshop, Illustrator
- **AI:** Firefly, ChatGPT, Claude, Google Gemini, DALL-E
- **Prototyping:** Principle, Zeplin, Invision
- **Web & Coding:** HTML, CSS, Javascript, PHP, jQuery, Wordpress, Sitecore, Elementor
- **Video Editing:** Premier Pro



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Nvidia

Visual Designer

April 2017 - June 2017 • Santa Clara, CA

- Designed responsive GeForce launch experiences.
- Collaborated across marketing, creative, and engineering teams.
- Balanced NVIDIA and partner brands across campaigns.
- Created scalable production-ready assets.
- Contributed to high-profile gaming campaigns.

Mobilogix

UI/UX Designer

June 2016 - April 2017 • Irvine, CA

- Designed end-to-end iOS and Android experiences.
- Created interactive prototypes for validation.
- Developed branding and design systems.
- Collaborated with Product Managers and Engineering.