



SERJ KHOROZIAN

Product Designer

Product Design · E-commerce · Enterprise Platforms · AI

IAMSERJ.COM
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PROFESSIONAL SUMMARY

Product Designer with 9+ years of experience creating enterprise platforms, global e-commerce experiences, AI-enhanced products, and consumer-facing applications for Apple, Google, NVIDIA, iHerb, and Wolters Kluwer. I combine product strategy, interaction design, visual design, and scalable design systems to simplify complex customer journeys and deliver measurable business value. Experienced across the full product lifecycle—from discovery and research through prototyping, production, and launch—with a strong focus on usability, accessibility, conversion, and cross-functional execution.

EXPERIENCE

iHerb UI/UX Designer

April 2019–May 2026 · Remote

- Improved navigation, information architecture, and purchase pathways to make products easier to discover and reduce customer friction.
- Designed responsive interfaces, landing pages, promotional campaigns, and customer experiences aligned with business and marketing needs.
- Created reusable UI components and design patterns to improve consistency across digital experiences.
- Collaborated with Product, Engineering, Marketing, Analytics, and Creative teams to translate requirements and customer insights into production-ready designs.
- Applied accessibility standards, responsive design principles, and UX best practices throughout the design process.
- Participated in design critiques, reviews, and cross-functional collaboration to refine and improve user experiences.

Wolters Kluwer UI/UX Designer

April 2018–April 2019 · Glendale, CA

- Redesigned enterprise e-commerce experiences across Sitecore, WordPress, and Insite, improving navigation and product discovery across complex educational content.
- Developed scalable design systems and reusable UI components to improve consistency across digital products.
- Designed and maintained navigation and product-discovery experiences for a digital catalog containing more than 4,000 educational products.
- Simplified information architecture and navigation to help healthcare professionals find relevant educational content more efficiently.
- Partnered with Product, Engineering, Marketing, and content teams to deliver scalable, production-ready experiences.

Apple Product Designer

February 2018–April 2018 · Sunnyvale, CA

- Designed responsive Apple.com product experiences across desktop, tablet, and mobile for global product initiatives.
- Collaborated with designers, developers, producers, and localization specialists to support international launches.
- Created production-ready UI layouts and visual assets aligned with Apple's design standards.
- Reviewed deliverables for accessibility, visual consistency, responsive behavior, and implementation quality.
- Supported global Apple.com launches through responsive, localized, and production-ready product experiences.

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
- Product Strategy
- Interaction Design
- UI/UX Design
- Design Systems
- User Research & Usability Testing
- Information Architecture
- Wireframing & User Flows
- Prototyping
- Accessibility
- Responsive Design
- Visual Design
- Cross-Functional Collaboration

TOOLS

- **Design:** Figma, Sketch, Framer, Adobe Photoshop, Adobe Illustrator
- **AI:** ChatGPT, Claude, Gemini, Adobe Firefly, DALL·E
- **Prototyping:** Figma, Framer, Principle
- **Web:** HTML, CSS, JavaScript, WordPress, Sitecore, Elementor
- **Video Editing:** Adobe Premiere Pro



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Google

UI/UX Designer

September 2017–December 2017 · Sunnyvale, CA

- Designed responsive Google Cloud experiences that simplified complex enterprise and technical content for technical and nontechnical audiences.
- Applied Material Design principles to strengthen information hierarchy, navigation, consistency, and responsive behavior.
- Collaborated with stakeholders, developers, and content teams to translate product requirements into scalable, implementation-ready layouts.
- Organized enterprise content around clearer user pathways, helping customers discover products, understand value propositions, and access relevant resources.
- Created scalable page systems supporting Google Cloud products and AI-related enterprise content.

NVIDIA

Visual Designer

April 2017–June 2017 · Santa Clara, CA

- Designed responsive GeForce campaign and product-launch experiences for gaming partnerships including Rocket League, Tekken 7, Mass Effect: Andromeda, and Destiny 2.
- Adapted campaign layouts and production assets across desktop, tablet, mobile, email, and promotional placements.
- Balanced NVIDIA's visual system with partner game identities to create cohesive campaign experiences.
- Collaborated with Marketing, Creative, and Engineering teams to deliver production-ready assets under fast-paced launch timelines.
- Supported high-profile campaigns for GeForce products and major video-game releases.

Mobilogix

UI/UX Designer

June 2016–April 2017 · Irvine, CA

- Designed end-to-end iOS and Android experiences from early concepts through production delivery.
- Created user flows, wireframes, interface designs, and interactive prototypes for validation and stakeholder review.
- Developed product branding, visual systems, and reusable interface patterns.
- Collaborated with Product Managers and Engineers to translate requirements into intuitive mobile experiences.