



# SERJ KHOROZIAN

Senior Product Designer

UI/UX · Product Design · Design Systems · AI Products

IAMSERJ.COM  
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650.384.3777

## PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience creating shipped web experiences, brand systems, campaign visuals, and scalable UI patterns for global technology, e-commerce, and developer-adjacent products. Strong craft in typography, layout, visual systems, responsive web design, and Figma, with AI-native workflows for ideation, prototyping, research synthesis, and design refinement.

## EXPERIENCE

iHerb

### Visual Designer II

April 2019–May 2026 · Remote

- Spearheaded the design and delivery of scalable e-commerce experiences and reusable UI systems for iHerb's global platform, supporting \$2.9B in annual net sales, 16M+ customers across 180+ countries, and 46+ languages.
- Designed and shipped responsive web interfaces, landing pages, partner site skins, and e-commerce experiences across desktop, tablet, and mobile, from wireframes and high-fidelity designs to production launch.
- Led the design and execution of Amazon Storefronts, product detail page (PDP) graphics, promotional banners, and integrated digital campaigns across multiple channels.
- Owned and evolved reusable UI components and design patterns in Figma, improving visual consistency, scalability, and design efficiency across digital experiences.
- Integrated AI tools into design workflows for research synthesis, ideation, rapid prototyping, UX writing, concept exploration, and iterative refinement.

Wolters Kluwer

### Web Designer

April 2018–April 2019 · Glendale, CA

- Led the design, modernization, and launch of enterprise e-commerce experiences across Sitecore, WordPress, and Insite, improving navigation, content hierarchy, product discovery, and digital purchasing workflows.
- Designed and shipped user-centered web experiences for a digital catalog of 4,000+ educational products, supporting a customer base in which 80% of users were members.
- Drove the evolution of the digital customer experience as 90% of customers transitioned from physical CDs to digital access, streamlining information architecture and improving access to educational content.
- Built, owned, and evolved a scalable design system in Figma, establishing reusable UI components, interaction patterns, and design standards that improved consistency, design efficiency, and developer handoff across digital products.

Apple

### Production Designer — Contract

February 2018–April 2018 · Sunnyvale, CA

- Designed and delivered responsive Apple.com product experiences across desktop, tablet, and mobile, supporting high-profile global product launches.
- Produced and shipped production-ready UI layouts and digital assets in Adobe Photoshop, adhering to Apple's design language, interaction standards, and brand guidelines.
- Adapted and refined responsive layouts across multiple breakpoints, ensuring consistent visual hierarchy, usability, and brand fidelity across devices.

## EDUCATION

### BFA in Interaction & UI/UX Design

Academy of Art University  
San Francisco, CA

## PROFESSIONAL DEVELOPMENT

### UI/UX Design for AI Products

Stanford University — Stanford Online

## SKILLS

- Product Design
- Design Systems
- Interaction Design
- UI/UX Design
- User Research & Usability Testing
- Prototyping
- AI Product Design
- Responsive Web & Mobile Design
- Accessibility & Inclusive Design
- Visual Design

## TOOLS & TECHNOLOGIES

### Design

- Figma
- Photoshop
- Illustrator
- Premiere Pro
- InDesign

### AI & AI Prototyping:

- ChatGPT
- Claude
- Gemini
- Figma Make
- Adobe Firefly
- DALL-E

### Web & CMS:

- HTML
- CSS
- JavaScript
- WordPress
- Sitecore
- Elementor



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Google

## Visual Designer — Contract

September 2017–December 2017 · Sunnyvale, CA

- Led the design and delivery of Google Cloud desktop web experiences for a technical B2B audience, translating complex enterprise and cloud-computing concepts into intuitive, accessible, and user-centered interfaces.
- Designed and delivered production-ready wireframes, page layouts, UI components, diagrams, illustrations, typography systems, and interaction patterns in Sketch to support Google Cloud's web ecosystem.
- Applied and extended Material Design principles to create consistent, scalable UI patterns, improving information hierarchy, navigation, accessibility, and usability across digital experiences.

NVIDIA

## Visual Designer — Contract

April 2017–June 2017 · Santa Clara, CA

- Designed and shipped responsive NVIDIA GeForce web experiences and digital assets, supporting major product launches and 4+ gaming campaigns across desktop, tablet, mobile, email, and partner channels.
- Developed production-ready UI layouts, promotional graphics, responsive banners, and partner site skins, ensuring consistent execution across digital touchpoints.
- Applied responsive design principles, UI hierarchy, and NVIDIA's visual design system across campaigns for Rocket League, Tekken 7, Mass Effect: Andromeda, and Destiny 2, maintaining brand consistency and visual quality across platforms.

Mobilogix

## UI/UX Designer

June 2016–April 2017 · Irvine, CA

- Spearheaded end-to-end 0→1 UI/UX design and launch of a connected motorcycle tracking app, taking the product from initial requirements and concept development through production release across iOS and Android.
- Designed and shipped user-centered mobile experiences, including user flows, wireframes, high-fidelity interfaces, and interactive prototypes for GPS tracking, trip history, vehicle health, fuel usage, speed monitoring, alerts, and remote controls.
- Built and owned a scalable iOS design system in Figma, establishing reusable UI components, interaction patterns, and visual standards while collaborating directly with the CTO and developer to translate designs into production-ready experiences.