



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 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

Graphic Designer | UI/UX & Digital Design

April 2019–May 2026 · Remote

- Led the design of responsive web interfaces, landing pages, promotional experiences, and digital touch points in Figma for a global e-commerce platform serving 16M+ active customers across 180+ countries, with localized assets across 30+ languages.
- Spearheaded the development of web graphics, partner site skins, Amazon Storefront experiences, responsive banners, and integrated campaign experiences across desktop and mobile.
- Owned and evolved design system components and reusable UI patterns in Figma, improving visual consistency, design efficiency, scalability, and reuse across digital experiences.
- Evolved the brand and style guide, defining standards for typography, color, imagery, layout, and digital applications across customer-facing experiences.
- Integrated AI tools into product design workflows for research synthesis, ideation, rapid prototyping, UX copy, concept exploration, and iterative design refinement.

Wolters Kluwer

Web Designer | UI/UX & E-commerce Design

April 2018–April 2019 · Glendale, CA

- Led the design and modernization of enterprise e-commerce experiences across Sitecore, WordPress, and Insite, using Figma to improve navigation, content hierarchy, product discovery, and digital purchasing workflows.
- Developed user-centered 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, simplifying information architecture and improving access to educational content.
- Built, owned, and evolved the product design system in Figma, establishing reusable UI components, interaction patterns, and scalable standards that improved consistency, design efficiency, and engineering handoff across digital products.

Apple

Production Designer | UI/UX & Web Design — Contract

February 2018–April 2018 · Sunnyvale, CA

- Delivered responsive Apple.com product experiences across desktop, tablet, and mobile for high-profile global product launches.
- Produced production-ready UI layouts and digital assets in Adobe Photoshop, aligned with Apple's established design language, interaction standards, and brand guidelines.
- Adapted and refined responsive layouts across breakpoints, preserving visual hierarchy, usability, consistency, 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 Online
San Francisco, CA

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 | UI/UX Design — Contract

September 2017–December 2017 · Sunnyvale, CA

- Led the design of responsive Google Cloud web experiences, translating complex enterprise and cloud-computing concepts into clear, accessible, and user-centered digital experiences.
- Developed wireframes, page architectures, UI elements, diagrams, illustrations, typography systems, and interaction patterns in Sketch to support the Google Cloud web ecosystem.
- Applied and extended Material Design principles in Sketch to strengthen information hierarchy, navigation, consistency, accessibility, and responsive behavior across digital experiences.

NVIDIA

Visual Designer | UI/UX & Digital Experience Design — Contract

April 2017–June 2017 · Santa Clara, CA

- Designed responsive GeForce web and digital experiences supporting major product launches and 4+ gaming campaigns across desktop, tablet, mobile, email, promotional placements, and partner channels.
- Applied UI hierarchy, responsive design principles, and NVIDIA's visual system across campaigns for Rocket League, Tekken 7, Mass Effect: Andromeda, and Destiny 2, maintaining brand consistency across multiple digital touchpoints.

Mobilogix

UI/UX Designer

June 2016–April 2017 · Irvine, CA

- Led end-to-end 0→1 UI/UX design for a connected motorcycle tracking mobile app, taking the product from initial requirements and early concepts through production launch across iOS and Android.
- Defined the core product experience through user flows, wireframes, high-fidelity interfaces, and interactive prototypes, simplifying complex vehicle data for GPS tracking, trip history, vehicle health, fuel usage, speed monitoring, alerts, and remote controls.
- Designed and owned the iOS design system in Figma, establishing reusable components, interaction patterns, visual standards, and scalable UI foundations while collaborating directly with the CTO and application developer on implementation, design reviews, and production handoff.