

KARINA MASRI

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Product / User Experience (UX) Designer with a strong visual design background. Specializing in designing complex internal products. Dedicated to creating a seamless and efficient experience between content management and consumer products.

WORK EXPERIENCE

APPLE

Lead Product Designer | October 2021 – Present

Leading a team of five designers to create and update internal applications used to manage the Apple Online Store.

Collaborating with engineering, product management and digital content management specialists to enable seamless user experience and faster validation and publishing of product content, assets and metadata.

Creating and governing the internal design library featured on ten internal applications.

Product Designer | November 2019 – October 2021

Designed and enhanced internal products from the ground up for digital content management specialists to manage content featured on Apple's Online Store.

AMERICA'S TEST KITCHEN

Digital Designer (Contract) | October – December 2019

Applied print layouts from Cook's Country and Cook's Illustrated magazines to web articles with the addition of web-only content.

Editorial Design Co-op | July – December 2018

Created layouts for Cook's Country and Cook's Illustrated magazines. Applied layouts to web articles, designed social media posts, and assisted on photoshoots.

SCOUT STUDIO

Design Lead | January – May 2019

Collaborated with a team of designers and developers at Northeastern's student-led design studio to design and build an asthma tracking mobile application.

Led a team of three designers to create brand elements, UX and UI design.

STATE STREET GLOBAL ADVISORS

Design Co-op | July – December 2017

Produced and reviewed marketing collateral in web and print for multiple State Street brands.

Prepared design files for financial charts and tables in accordance with brand guidelines.

Communicated with the social team to create custom LinkedIn imagery for the SPDR ETFs page.

EDUCATION

NORTHEASTERN UNIVERSITY

Class of 2019 | Boston, MA

BFA in Graphic and Information Design

Minors: Art History, Chinese and International Affairs

AMERICAN COLLEGE OF THESSALONIKI

September – December 2014 Thessaloniki, Greece

Fall semester abroad with Northeastern's N.U. in Program

SOFTWARE

Sketch, Figma, Invision, Balsamiq, Wordpress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Keynote, Quip, Radar, Google Sketchup, basic HTML, CSS, and JavaScript.