

# Klara Aster Jarolimova

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Lead Product Designer guiding AI-enabled platforms in healthcare, SaaS, and enterprise by establishing user-centered design processes and translating complex systems into scalable experiences.

## EXPERIENCE

### **Klarko** | Remote | *Lead Product Designer (Independent Consultant)* | 03/2024 - present

- Defined 0→1 UX strategy and experience direction for AI-driven startups, leading hands-on discovery, prototyping, and usability testing to translate complex data into validated, user-facing solutions.
- Led discovery sprints and initial UX concepts for Nationwide's secure enterprise messaging (via Randstad), shaping compliant, accessible workflows to support millions of communications.

### **Verizon** | Remote, Contract — *Senior Experience Designer* | 06/2023 - 08/2024

- Influenced onboarding and profile migration strategy for 10M users by conducting research, synthesizing insights, competitive analysis, and producing prototypes that informed cross-team experience decisions.
- Co-created a service design framework to align cross-channel journeys and uncover pain points.
- Explored and ideated AI-driven solutions to elevate profile personalization, enabling tailored, data-driven, omnichannel, real-time in-store experiences as part of a side innovation project.

### **Lokion** | Remote — *Senior UX Designer* | 03/2022 - 12/2022

- Established collaborative design best practices (workshops, UX meetups) to align teams, while creating wireframes, prototypes, and concepts that accelerated concept validation.
- Designed interactive experiences connecting conservationists and hunters, strengthening engagement and collaboration within Ducks Unlimited's niche community ecosystem.

### **Rotary International** | Remote — *UX Designer & Researcher* | 10/2019 - 03/2022

- Led human-centered design for enterprise networking, voting, and onboarding platforms in humanitarian and healthcare sectors, enhancing accessibility, collaboration, and platform adoption.
- Led UX research with doctors and field staff, streamlining the application process, reducing cognitive load, and making training accessible, resulting in smoother onboarding and reduced support needs.

### **Sertifi** | Chicago — *Product Designer* | 02/2019 - 10/2019

- Owned UX strategy for a SaaS enterprise signing experience redesign, leading discovery sprints, wireframing, high-fidelity prototyping, and usability testing that increased early engagement by 30%.
- Built and coached a cross-functional team to run usability testing and facilitated collaborative design and research workshops to deliver impactful, user-centered solutions.

### **Elkay Manufacturing** | Oak Brook — *Senior UX UI Designer* | 04/2014 - 02/2019

- Redesigned UX and UI for Elkay's hydration initiative landing pages, product detail pages, and purchase journey, cutting bounce rates by 20% across 20+ sites and promoting public wellness.
- Established a collaborative, human-centered design process within a legacy enterprise environment,

aligning sales, operations, and engineering teams through shared research, journey mapping, and validation, resulting in reduced cognitive load, and 91% usability ratings.

## EDUCATION

**UNC Charlotte, Charlotte** *BA in Graphic Design, Mass Media Minor | 2002 - 2007, NC*

**DePaul University, Chicago** *MS in Business IT, HCI Capstone | 2012 - 2016, IL*

**Interaction Design Foundation** *Certifications*

UX Management Strategy | Service Design | How to Design for AI | UX Research Methods

**Stanford University** *Certification in Progress | AI for Healthcare*

**Duke University** *Certification in Progress | Human Factors in AI*

## ADDITIONAL ACCOMPLISHMENTS AND AWARDS

**Challenge Setter/Designer | CERN Hackathon** | 2019/20 | Anti-trafficking/healthcare.

**Super Mentor Distinction | ADPList** | October 2023 | Recognized as top 1% of global UX mentors.

**Patent Pending in AI Messaging** | AI for Recommendations via Group Messaging.

**Scholastic Art Award** | Art piece exhibited at Charlotte Douglas International Airport.

**SKILLS** | Product Design, User Research, Problem-Solving, Information Architecture, Accessibility, Prototyping, Design Systems, Leadership, Interaction Design, Workshops, Branding, A/B Testing, Data-Driven, Design Trends, Requirements, Multiple Projects, Human-Computer Interaction, Responsive Design, Cross-Functional Collaboration, Agile Methods, UI Design, Artificial Intelligence, Enterprise Applications, Systems Thinking

**DESIGN TOOLS** | Figma, Sketch, Axure, Framer, Invision, UXPin, Balsamiq, Zeplin, HTML/CSS, Bootstrap, React, Adobe Creative Suite, Cursor, UXPin, MidJourney, Replit, Lovable, Uizard, Canva, Wordpress, Webflow

**RESEARCH TOOLS** | Miro, UserTesting, Google Analytics, Optimal Workshop, Glassbox, Fullstory, Dovetail, Notably, ChatGPT, UserZoom, Maze, FigJam, Notion, PowerMapper, SiteImprove

**LANGUAGES** | *Czech, English, Slovak* - Fluent | *Spanish* - Basic | *French* - Beginner