Karima Afghoul

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PS: shipment-protection

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Experience

Jul 2025 - Current
Toronto

Product Designer • Super.com

Owned end-to-end product design for Shipment Protection and Rebates, core Super+ features, driving 4.8% end-to-end conversion and 65% retention through data-informed design decisions.

Led two back-to-back validation sprints to redesign the Rebates experience, lifting acquisition rates from 33% to 52%.

Redesigned the benefit-selection flow focusing on a tailored valuable experience.

Partnered with PM and engineering to run Amplitude A/B experiments end to end, turning results into data-informed design decisions.

Jul 2024 - Jul 2025
Montreal

Brand Designer • Super.com

Designed new features for the Super.com app rebrand, supporting the updated visual identity while validating design decisions through user-based insights and testing.

Championed the creation of an org-wide presentation template, improving scalability, visual consistency, and usability across departments. Proactively gathered input from team leads to streamline and future-proof internal presentations.

Collaborated with product teams, engineers, researchers, and copywriters to ensure cohesive design outcomes.

Designed user flows, high-fidelity mockups, and interactive prototypes using Figma, aligning with brand and accessibility standards.

Jun 2022 - Jun 2024
Montreal

Lead Designer • Gorski Group

Led the redesign of the e-commerce platform, resulting in a 230% increase in search traffic and improved user experience.

Refined and expanded brand guidelines, strengthening visual identity and ensuring consistency across digital and print materials.

Designed digital, social, and print assets using Figma, Illustrator, Photoshop, and InDesign, aligned with brand standards.

Collaborated with developers, merchandisers, and stakeholders to align on project goals and deliverables.

Jun 2021 - Jun 2022
Montreal

Graphic Designer • Dynamite Group

Developed digital, web and social media assets from ideation to execution utilizing Adobe XD and Photoshop with tight turnarounds.

Integrated motion graphics to Instagram stories and digital ads which increased engagement and retention.

Presented new marketing concepts and design market research to the team regularly.

Education

Concordia University
Bachelor of Fine Arts (BFA)

Aug 2025 - Dec 2025
Montreal

Brainstation
UX Design Certification

Oct 2022 - Dec 2022

Skills

Design
User Research • Usability Testing • Prototyping • Brand Identity • Design Systems • Journey Mapping • Wireframing • Accessibility (WCAG) Visual Design

Tools
Figma • Adobe Creative Cloud (Illustrator, Photoshop, Lightroom, InDesign, After Effects) • Lottie.js • Jira • Amplitude • Framer • Spline • UserTesting

AI
Cursor (AI-assisted development) • Claude • ChatGPT

Languages

English Fluent
French Fluent
Russian Fluent