

Karim Dhammani

Design & Product Leader — Design Systems · DesignOps · AI-Enabled Design-to-Code · E-commerce & CRO

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SUMMARY

Design and product leader, 11+ years across enterprise software, e-commerce marketplaces, agency web design and independent consulting in Canada and India, including 4+ years leading design teams and design operations. I lead design operations and AI enablement at BMW Group's India hub — where I originated a design-system MCP server that won the group's global agentic-AI competition and founded AI4UX, an enablement programme for a 1,200+ designer community — after owning monetisation UX, conversion and design systems at Kijiji (eBay / Adevinta). I stay hands-on: design systems as infrastructure, design-to-code, and getting AI to carry the repetitive parts so designers can do the design.

CORE SKILLS

Design & Product Leadership: UX Strategy, Product Design, Design Leadership, Design Operations (DesignOps), Design Program Management, Team Management & Mentoring, Stakeholder Communication, Process Improvement

UX & Craft: User-Centered Design, Interaction Design, Information Architecture, User Flows, Wireframes & Prototypes, Web, Mobile & Tablet Interfaces, Design Patterns & Interface Guidelines

E-commerce, CRM & Conversion: E-commerce Web Design, C2C Marketplaces, Shopify, Conversion Rate Optimization (CRO), PDP / PLP / Checkout, A/B Testing, CRM (HubSpot, Zoho), Sales Enablement

Design Systems & Standards: Enterprise Design Systems, Component Libraries, Design Tokens, Figma (Variables, Dev Mode), Dark Mode, Structured Handoff, Accessibility (WCAG 2.1 & 2.2)

AI & Emerging Workflows: AI-Enabled Design, Agentic Workflows, AI Agents, Model Context Protocol (MCP), Design-to-Code, Generative AI, Prompt Engineering, Spec-Driven Development, Responsible AI

Research & Tools: UX Research, Usability Testing, UX Maturity Measurement, System Usability Scale (SUS), Behavioral Analytics, Google Analytics, Hotjar · Figma, Sketch, Adobe Photoshop & Illustrator, Miro, Jira · HTML, CSS, JavaScript, TypeScript, React, Next.js, React Native, Supabase

EXPERIENCE

DesignOps Lead

BMW TechWorks India (BMW Group) | Bangalore, India | Apr 2025 – Present

- Originated and led product direction for a tool-agnostic design-system MCP server that puts enterprise component and token guidance directly into AI-assisted design-to-code — concept to production in four months, owning direction and capacity planning for three developers.
- Won first place in BMW Group's global agentic-AI competition for it. The design system it serves is used across 2,000+ BMW Group applications.
- Founded AI4UX and secured its formal approval — the AI enablement programme for a global community of 1,200+ designers across 300+ product teams — covering IDE readiness, AI-augmented UX, reusable skills, agentic workflows and responsible use.
- Published 30+ reusable UX skills to an internal marketplace and shipped an enablement portal and a UX agent with security, governance and responsible-use guidance.
- Built the AI tooling designers actually adopt: a standardised Figma starter file wired to enterprise standards and design-to-code (~200 designers) and a one-step environment repository, validated with designers in India, Portugal and South Africa.
- Established an annual UX maturity operating model across ~50 India-hub applications, mobilised senior technical leaders to sponsor it, and published the maturity index and report.
- Established BMW TechWorks India's UX Live Center end to end — space, service model and senior stakeholder alignment across India and Munich (~200 onsite, ~70 virtual at launch).
- Manage and mentor six designers; onboarded 100+ designers and developers across the group and serve on design and frontend hiring panels.
- Run the 1,200+ designer UX community — newsletter, weekly Figma updates, 12 knowledge-sharing sessions, and the India chapter of the group's annual UX conference (1,800 → 2,400 attendees; speakers from GitHub, Figma, Microsoft and Google).

Freelance UX Designer, Web Designer & Developer

Independent consulting | India | May 2024 – Mar 2025

- Delivered UX, e-commerce web design and front-end development for retail, hospitality and fashion clients while relocating from Canada to India.
- Built an e-commerce site and WhatsApp Business funnel for a national fashion retail chain, and brand and digital strategy plus a loyalty programme for a resort that increased sign-ups 70%.

Senior UX Designer, Monetization & Design Operations

Kijiji (an eBay / Adevinta company) | Toronto, Canada | Feb 2022 – Apr 2024

- Owned monetisation design for one of Canada's largest C2C marketplaces — reworking listing, search and seller-checkout flows and ad units to lift seller conversion 22% and ad revenue 18%.
- Optimised the seller ad checkout, lifting average order value 3x and seller ad spend 38%.

- Led UI/UX for Exclusive Discounts end to end — seller-to-buyer discounts over automated chat — from research and prototyping through handoff, QA and incremental rollout; the seller prototype scored 80.3 on the System Usability Scale.
- Launched short-form video upload and playback as a new on-site revenue stream, increasing ad engagement 15%.
- Led end-to-end UX for the mobile app redesign (Flutter) across mobile and tablet: +20% session duration and a higher app-store rating.
- Shipped dark mode across web, iOS and Android to 1M+ users (+12% engagement) on a 100+ component design system and token set (+30% developer efficiency, –40% UI inconsistencies, –25% handoff errors), and coordinated the agile UI-library migration.
- Championed WCAG 2.2 accessibility for the Flutter app, standardised accessibility and English/French translation handoffs, and halved design debt through design operations process work.

Lead UX Designer

Marqet Solutions | Toronto & Vancouver, Canada | Dec 2018 – Jan 2022

Promoted from UX Designer (Dec 2018 – Mar 2021) to Lead UX Designer (Mar 2021 – Jan 2022).

- Owned UX strategy for a multi-phase B2B SaaS platform, lifting user adoption 25% through research-backed workflow changes.
- Redesigned enterprise client onboarding flows, increasing activation and product adoption 80%.
- Delivered CRM and sales enablement projects for clients — configuring HubSpot and Zoho CRM workflows alongside the 30+ e-commerce sites, landing pages and funnels feeding them.
- Managed a multidisciplinary team across content, SEO, graphic design, video and web development, and established agile sprint ceremonies.
- Built a structured UX research practice (A/B experiments, usability studies, interviews) influencing roadmap decisions; cut UI-related bugs 40% through tighter handoffs.

Earlier experience

- **Lead Graphic Designer**, IGNITE at Humber College, Toronto (2019–2020) · **UI Designer**, CopperBridge Media, Nagpur (2017–2018) · **Visual Designer**, Aerizone, Nagpur (2016–2017) · **Marketing Executive**, Lemon School of Entrepreneurship, Nagpur (2015–2016)

EDUCATION

- **Post-Graduate Diploma, Global Business Management** — Humber College and University of Guelph-Humber, Toronto, Canada | 2019 – 2021
- **Bachelor of Management Studies, Marketing** — Mithibai College, Mumbai, India | 2013 – 2016

AWARDS

- **Mission AiGentic Award** — BMW Group | 2026 — First place, global agentic-AI competition, for the design-system MCP server.
- **Best Performer of the Quarter** — BMW TechWorks India | Q4 2025
- **Best Team of the Quarter** — BMW TechWorks India | Q2 2026
- **AI Champion** — appointed for the BMW TechWorks India hub.

CERTIFICATIONS

- **IBM AI Product Manager** — IBM | Professional Certificate, 10 courses | 2026
- **Design for Impact: A Guide to Product Experimentation** — Packt | 2026
- **Product Management: Building AI-Powered Products** — SkillUp | 2026
- **Python for Data Science, AI & Development** — IBM | 2026
- **Claude Code 101** — Anthropic Education | 2026
- **Google UX Design Professional Certificate** — Google | 2021

SELECTED PROJECTS

- **A design-system MCP, BMW Group (2026)** — Made the enterprise design system queryable at runtime so AI coding assistants reach approved components; concept to production in four months. karimdhammani.com/work/design-system-mcp
- **AI4UX, BMW Group (2026)** — AI enablement programme for a 1,200+ designer community: reusable skills, agents, agentic workflows and responsible use. karimdhammani.com/work/ai4ux
- **Exclusive Discounts, Kijiji (2023)** — Seller-to-buyer discount feature giving professional sellers a new lead and revenue channel on a C2C marketplace. karimdhammani.com/work/archive/exclusive-discounts
- **Short-form Video Upload & Playback, Kijiji (2024)** — Upload/edit/crop/publish flow for 30-second listing videos — a new on-site revenue stream; +15% ad engagement. karimdhammani.com/work/archive/demo-videos
- **Design System & UI Kit Migration, Kijiji (2023)** — Merged the dark-mode library into the core Figma system and rebuilt the UX-to-engineering handoff; –40% UI inconsistencies. karimdhammani.com/work/archive/ui-kit-migration
- **VowStory, AI-native mobile product (2025 – Present)** — Wedding-planning MVP built end to end with React Native, Expo, TypeScript and Supabase using spec-driven development and AI coding agents. In TestFlight.

LANGUAGES

English, Hindi