

KARINA MASRI

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Senior Product Designer with 6+ years of experience specializing in complex internal platforms and enterprise products. Experienced in shaping end-to-end workflows, scaling adoption, and integrating AI-driven solutions to make technical systems intuitive and impactful.

WORK EXPERIENCE

LINKEDIN

Senior Product Designer | September 2024 – Present

Driving the vision and end-to-end design of internal prospecting workflows in Sales Navigator by surfacing first-party data signals, integrating outreach tools, and enhancing the AI Sales Assistant to boost efficiency for LinkedIn's internal sales teams.

Scaling TeamHub to 2,000+ sales reps, designing seamless book management flows and introducing AI-driven recommendations that optimize sales performance at scale.

Product Designer | July 2022 – August 2024

Contributed to the design and launch of TeamHub, LinkedIn's internal sales tool, adopted in March 2023 by 900 sales managers and sales operations users for account and roster management.

APPLE

Product Designer | November 2019 – July 2022

Designed and shipped internal content management platforms, enabling specialists to validate and publish product content efficiently and accurately.

Built and governed a multi-application design library adopted across 10+ internal tools, standardizing UI patterns and reducing design and development time.

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.

STATE STREET GLOBAL ADVISORS

Design Co-op | July – December 2017

Produced marketing collateral across web and print, prepared financial charts and tables to brand standards, and created 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

SKILLS

DESIGN & SYSTEMS

Figma | Interaction Design | Prototyping | Wireframing | Design Systems | Information Architecture

RESEARCH & STRATEGY

Usability Testing | User Interviews | Data-informed Design | Journey Mapping | A/B Testing | Storytelling

TECHNICAL & TOOLS

AI design tools (Cursor, Bolt, Figma Make, Magic Patterns, Lovable) | API Workflows | Basic HTML, CSS, and JavaScript