

# **GEOFF KARR** UX & PRODUCT DESIGNER

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## **EXPERIENCE**

### **Internal Revenue Service**

Department of the Treasury - Remote, Portland, Oregon

#### **UX Design System Team Lead (2025 - Present)**

Took on the team lead role for the **design system** team, becoming the authoritative resource for adherence to the agency design system and overseeing the completion of the adoption and roll out of the US web design system for the organization.

Responsible for **delegating tasks** to the team to efficiently deliver project milestones to advance the design system's adoption throughout the IRS.

Supported the wider organization as a **fixer deployed to high priority, high visibility projects**, including the planned 2025 IRS.gov redesign, not just as the design system resource, but also as a senior designer with deep experience creating user stories, journeymaps, and information architectures from **quantitative and qualitative data sources**.

#### **Sr. UX Designer (2023 - Jan 2025)**

Led **research and design** for transitioning from an in-house IRS design system to the US Web Design System, leveraging technical expertise and digital tools to create a flexible Figma UI kit and drive adoption of the new system.

Conducted UX design reviews for IRS digital apps and services, streamlining workflows and ensuring alignment with the organization's design system on high profile tools such as the IRS direct file project.

Supported multiple teams across the department by **conducting user interviews and developing user stories and journeys**.. Additionally, facilitated the organization's emergency transition from InVision to Figma after InVision's end of service.

### **Digimarc Corporation**

Software & Technology - Beaverton, Oregon

#### **UX Design Lead (2021 - Feb 2023)**

Oversaw **user experience** and **user interface** for any customer facing mobile, web, or desktop application produced by the company. Transitioned to focusing exclusively on UX duties including **user journey maps** and **personas** for a diverse user base and **co-wrote user stories** with individual product owners.

Conducted **UX research** through **usability studies** to refine new feature capabilities for customers and partners.

Used **Figma** to produce **low and high-fidelity mockups**, prototypes, and final designs, streamlining workflows and gathering stakeholder feedback to ensure alignment with expectations.

#### **Sr. UX Designer (2018 - 2021)**

Created **journey maps, wireframes, designs, and front-end solutions** for Digimarc's web, mobile, and desktop software in an AGILE environment. Delivered HTML5/CSS3 prototypes and production-ready front-end code for 14 different digital experiences, unifying the brand experience across all digital touch points.

Conducted **competitor analysis** to inform marketing and **UX strategies**, and authored detailed requirements for new products and features. Collaborated with cross-departmental teams to

implement complex software systems while managing multiple projects simultaneously. Designed and delivered the company's primary user portal, consolidating and streamlining access to previously separate product portals.

#### **Sr. Web Developer (2015 - 2018)**

Managed **information architecture** for the corporate website and ancillary properties, balancing stakeholder needs, conversion optimization, and user experience for a diverse audience.

Leveraged tools like **Google Analytics, Google Ads, Demandbase, and Pardot** to track campaign performance, create reports, and identify site improvement opportunities. Redefined site goals, shifting focus from lead generation to audience education. Collaborated with IT to save costs by replacing or reducing vendor contracts with internally managed solutions.

Influenced product strategy and **UX design**, transitioning into a more UX-focused role.

#### **Web Specialist (April 2013 - 2015)**

Developed mobile and responsive digital content for App demos for our sales team. Helped land our first large client for the company's flagship product. Design & developed a full-on corporate redesign, resulting in a **100% increase in lead generation**, while improving tracking of **analytics** in the Pardot **marketing automation** tool.

### **The Game Lodge**

Tabletop Hobby Gaming Retailer - Tigard, Oregon

#### **Co-Owner (November 2015 - October 2018)**

Owned and operated a board game store in Tigard, OR, establishing a reputation as a go-to destination for board game enthusiasts. **Managed procurement and vendor relationships.**

Developed a robust web presence, leveraging **social media** to promote the store and its events. Increased store visibility and generated strong foot traffic, particularly from out of town visitors.

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## **SKILLS & SOFTWARE**

### **Skills:**

Design System Management, Requirements Gathering/Writing, User Storywriting, User Journey Mapping, Competitor Analysis Research, AGILE methodology (Scrum Master / Product Owner), Interface Design, User Experience Design, User Experience Research, Product Design, Product Management, Project Management, Information Architecture, Marketing Automation, Responsive & Adaptive Design, Wireframing, Prototyping, Conversion Optimization, Search Engine Optimization, Web Marketing Strategy, Front-End Development, AI Tools, Accessibility

### **Languages:**

HTML5, CSS3, Javascript

### **Software:**

Adobe Photoshop, Adobe Illustrator, Adobe XD, Wordpress, Google Analytics, Google Adwords, Salesforce.com, Jira, Confluence, Bitbucket, Bamboo, Github, Figma, Chat-GPT

### **Frameworks & Libraries:**

React, FontAwesome, Storybook, Materials

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## **EDUCATION**

Mississippi State University BFA in fine arts with an emphasis in Graphic Design • Graduated summa cum laude