

Syed Hussain / Product Designer

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Experience

Product & UX Designer • Truck It In • Jan – Aug 2021

- Led the design of B2B SaaS ecosystem for a logistics startup, enhancing management efficiency by 80% through MVP launches.
- Conducted user research and usability testing to inform design decisions, resulting in a 35% improvement in task completion rates.
- Designed and tested user flows, wireframes, and prototypes on Figma, resulting in a 60% increase in design team efficiency.
- Collaborated with cross-functional teams in agile environment, achieving product deployment 25% earlier than planned.
- Conducted competitive analysis and market research to inform product strategy, resulting in a 30% increase in market share.

UI/UX Web Designer • Freelance • May 2020 – Present

- Design and deploy visually compelling websites for diverse clients, resulting in 60% increase in user engagement.
- Conduct market and user research to inform design system decisions, increasing user engagement by 30%.

Associate Creative Director • Craftsmen Media • Jan 2018 – Jun 2019

- Conducted user research to direct brand campaigns, resulting in a 15% increase in click-through rates and improved user engagement.
- Collaborated with designers, strategists, and creative director to design assets, resulting in a 30% increase in customer satisfaction.

Investment Banking Analyst • JS Bank Limited • Apr 2017 – Jan 2018

Financial Analyst • Atlas Asset Management • Dec 2016 – Apr 2017

Education

School of Visual Arts, New York • 2021 – 2023

Master of Fine Arts (M.F.A.) in Interaction Design

Paula Rhodes Award

London College of Communication, London • 2019 – 2020

Postgraduate Diploma in Visual Design

Institute of Business Administration, Karachi • 2012 – 2016

Bachelor of Business Administration (B.B.A.) (GPA: 3.3/4.0)

Skills

UX Research

User Research
User Testing
Usability Testing
User Journey Mapping
User Persona
A/B Testing
Design Thinking
Market Analysis

UI/UX Design

Storyboarding
Wireframing
Interactive Prototyping
Responsive Design
Design Systems
Motion Design
Accessibility (WCAG)
Web, Mobile, SaaS

Tools

Figma
Sketch
InVision
Miro
Adobe Creative Suite
Google Workspace
HTML, CSS, JavaScript

Awards

AIGA NY Fresh Grad • 2023

Recognized as one of ten most prominent designers in NY.

Paula Rhodes Award • 2023

Awarded for outstanding thesis.

IxDA 23 \$1000 Grant • 2023

Selected from 40 applicants.