

# MARIYAM ELSHRIEF

## SENIOR PRODUCT DESIGNER

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### SUMMARY

Mariyam Elshrief is an accomplished Senior Product Designer, renowned for her expertise in navigating the complexities of enterprise environments and big data. She specializes in transforming intricate data into user-friendly interfaces, significantly enhancing user engagement and satisfaction. With a profound understanding of user behavior and design trends, Mariyam masterfully simplifies technical challenges, delivering scalable and impactful digital solutions. Her innovative and analytical approach ensures every design decision meticulously aligns with both user needs and strategic business goals, showcasing her seniority and extensive experience in the field.

### EXPERIENCE

#### Senior Product Designer

[ServiceChannel](#) 01/2023 - Present

- Collaborate with cross-functional teams to conduct qualitative and quantitative research, shaping and optimizing user experiences
- Create end-to-end UX design experiences for various clients, improving user retention by 25%

#### UX Growth/Innovation Designer

[ServiceChannel](#) 02/2022 - 01/2023

Service Channel is a SaaS cloud-based service automation platform for multi-site facility management.

- Verbalized a clear understanding of the business goals and user needs, and articulating high-impact research questions and opportunities, while continuing to drive strategic design decisions to drive new innovative revenue-generating products from 0 to 1
- Engaged with executive leadership to develop a competitive user-centric product strategy aimed at reaching a \$35 million target by Q2

#### UX Designer

[ServiceChannel](#) 03/2021 - 12/2022

- Collaborated with Product Managers, Owners, and Developers to deliver products for high-profile clients, driving multi-million dollar sales through personalized features
- Explored complex, ambiguous problem spaces, collaborating with Product Manager and Data Scientist identifying opportunities to create a new stream for recurring revenue

#### Product Designer

[Prudential Financial](#) 04/2020 - 11/2021

Prudential Financial is a Fortune 500 company that provides life insurance and other types of financial products.

- Partnered with product owners, engineers, and business analysts to transition from legacy systems to Salesforce during the company's agile transformation
- Enhanced UX design maturity across the team through hands-on UX design-thinking workshops and presentations

### FIND ME ONLINE

#### [M](#) Blog (Medium)

<https://mariyamelshrief.medium.com/>

#### [in](#) LinkedIn

[linkedin.com/in/mariyam-elshrief/](https://linkedin.com/in/mariyam-elshrief/)

### SKILLS

#### Industry Skills

Product Design

User Interface Design

Big Data

Design Thinking

Salesforce Design System

User Research

User Testing

SaaS

Design System

Interaction Design

Agile

Wireframes

FinTech

AI

B2B

Growth UX Design

#### Tools

Adobe Creative Suite

Adobe XD

Figma

InVision

Sketch

### EDUCATION

#### User Experience Design Immersive Boot camp

[General Assembly](#)

#### Bachelor Of Science in Computer Science & Business

[St. John's University](#)

New York