Shahed Syed

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I am a `User Experience Designer` working in the FinTech space. I work with multidisciplinary teams to build digital experiences that are useful, profitable and delightful.

EXPERIENCE

E*TRADE by Morgan Stanley, NJ — *Principal Designer*

2018 - Present

Lead designer for the Stock Plan experience working on the B2C and B2B channels. Collaborated with cross-functional teams to launch a major redesign focused on financial wellness and planning, resulting in increased customer engagement and asset retention.

Evolved the E*TRADE design system by standardizing UI elements and chart patterns, with a focus on accessibility. Led the migration of the design system from Sketch to Figma, resulting in greater team collaboration and design quality across project verticals.

Publicis Sapient, NYC— *Senior Designer*

2013 - 2018

Designed complex transactional desktop and mobile interfaces for leading financial service companies. Worked in the Agile process with business and development teams to deliver user experience solutions to key projects which included: an alternative investment solution portal, a derivatives trading platform, and a hedge fund accounting application.

Puzzle Out, NJ— *Founder + Creative Director*

2016 - 2019

Co-founded the first Escape Room games in Hoboken, Jersey City and Newark. Designed all digital and physical interactions across the entire player journey: from brand identity, marketing and online booking to the in-game props and puzzles. Built and led a team of game operators to craft fun and memorable experiences for visiting players.

Design Consultant, Global

2010 - 2013

Contract work for clients involving designing websites, mobile apps, brand identities, marketing presentations, and infographics. Played the designer + developer role on select projects to deliver comprehensive digital solutions.

COMPETENCIES

User Journey Mapping

User Research

Information Architecture

Interaction / Visual Design

Usability Testing

Data Visualization

Accessibility (a11y)

Design Systems

Enterprise Financial Software

TOOLS

Figma

Sketch

Adobe CC

HTML / CSS

Javascript / React

Arduino / Processing

Rhino 3D

EDUCATION

New Jersey Institute of Technology

Bachelor of Architecture, 2007

M.S. in Civil Engineering, 2012