

Shahed Syed

Design Director

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SUMMARY

- 10+ years crafting high-impact, profitable designs for Fortune 500 companies.
- Hands-on product designer and leader with strong UI craft, 0→1 experience, and a track record of shipping measurable outcomes.

EXPERIENCE

Design Director — Focused, NJ

Jul 2021 – Present

Drove revenue growth for enterprise and mid-market clients by taking products from concept to launch in close partnership with leadership, product, and engineering teams.

- Designed AI agents for a restaurant group that cut customer support tickets by 40%, response times by 90%, and freed up teams to focus on hospitality.
- Generated a 23% increase in sales for a national restaurant group by redesigning their mobile app in React Native focused on personalization and loyalty for diners.
- Increased conversion by 5-30% for a leading moving and storage company by pairing design research with analytics for new web features across top-of-funnel and booking flows, resulting in millions of dollars in added revenue.
- Built a design system from scratch and redesigned the operations platform for a specialty insurer, reducing submission intake time by 50% and input errors by 18%, allowing agents and underwriters to log more business.

Lead Designer — E*TRADE by Morgan Stanley, NYC

Feb 2018 – Jul 2021

- Boosted asset retention by redesigning the Stock Plan web dashboard and increasing participant engagement through personalized education on taxes, savings, and investing.
- Expanded the design system by partnering with product and engineering, ensuring design parity between product verticals, and aligning the website and mobile app.
- Augmented accessibility by ensuring AA compliance across UI elements and charts, with a focus on screen reader compatibility.

Senior Design Consultant — Publicis Sapient Global Markets, NYC

Apr 2013 – Feb 2018

Designed complex transactional interfaces for leading financial services companies.

- Developed a comprehensive web-based alternative investment portal offering advisory services and portfolio solutions for wealth management clients, increasing their access and building trust in the asset management firm.
- Increased investment managers' workflow efficiency by partnering with business and engineering teams to develop and test desktop trading applications.
- Delivered a live event mobile app for a global conference by coordinating brand and tech teams to maintain parity between physical and digital materials.

Founder + Creative Director — Puzzle Out Room, NJ

2016 – 2018

- Generated \$2 million in top-line revenue as the creative director of the first escape room games in Hudson County, NJ.
- Built and led a team of 10 game operators to create fun and memorable experiences for players, resulting in an average 4.8 / 5 customer rating.
- Crafted all digital and physical interactions to deliver a seamless player experience across marketing, booking, and in-game props and puzzles.

Designer + Developer — Freelance, Global

2010 – 2013

- Boosted traffic and conversion rates for marketing agency clients by creating engaging digital content: websites, mobile apps, presentations, and infographics.

EXPERTISE

Design // Discovery • Problem Framing • Wireframing / Mockups • Prototyping • Research • Analytics • Design Systems • Brand Identity • Data Visualization • Accessibility

Leadership // Visioning • Strategy • Management • Coaching • Facilitation • Consulting • DesignOps • Mentorship

Tools + Tech // Figma • Cursor • Framer • Adobe CS • Miro • React • Tailwind CSS

EDUCATION

New Jersey Institute of Technology

Master of Science (M.S.) in Civil Engineering

Bachelor of Architecture (B.Arch)