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# 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

#### **Focused, NJ** - *Design Director*

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.

#### **E\*TRADE by Morgan Stanley, NYC** - *Lead Designer*

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.

## **Publicis Sapient Global Markets, NYC** - *Senior Design Consultant*

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.

## **Puzzle Out Room, NJ** - *Founder + Creative Director*

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.

## **Freelance, Global** - *Designer + Developer*

2010 - 2013

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

## **EXPERTISE**

**LEADERSHIP** // Visioning • Strategy • Management • Coaching • Facilitation • Consulting • DesignOps • Mentorship

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

**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)