Shahed Syed

Lead Designer

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SUMMARY

- 10+ years crafting high-impact, profitable designs for Fortune 500 companies.
- 5 years of management experience: specialist in upskilling new design teams to quickly deliver business impact.
- Cross-functional leader delivering high-quality software through design systems.

EXPERIENCE

Focused Labs, NJ *- Design Practice Lead*

Jul 2021 - Present

Drove revenue growth at enterprise and mid-market companies by bringing ideas from concept to reality, improving delivery processes, and upskilling product teams.

- **Increased conversion** by 5-30% for a leading moving and storage company through design and rapid A/B testing of new web features for the upper funnel and booking experiences, resulting in millions of dollars in additional revenue.
- **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.
- **Improved** supplier catalog management for an e-commerce giant by leading the discovery to inform API design, enabling suppliers to onboard quickly and sell more home goods to a global audience.
- **Reduced** submission intake time by 50% and input errors by 18% for a specialty insurer by redesigning their web app, allowing agents to log more business.

E*TRADE by Morgan Stanley, NYC *- Senior 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.
- **Elevated** team collaboration by contributing to the design system, 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 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

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

LEADERSHIP/ Visioning • Strategy • Management • Coaching • Facilitation • Consulting

TOOLS + TECH/ Figma • Framer • Adobe CS • Miro • HTML/CSS/JS • ContentSquare

EDUCATION

New Jersey Institute of Technology

Bachelor of Architecture (B.Arch)

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