Sania Syed

www.sania.design
saniasyed0516@gmail.com
310 923 3052 | Los Angeles, CA

EXPERIENCE

Product Designer | Calpak USA, Inc. | *May 2022 - Present*
- Conducted user testing and analyzed inventory tracking processes to identify user needs for an Enterprise Resource Platform (ERP) customized to the company's manufacturing processes.
- Collaborated with management and the product team to brainstorm and conceptualize solutions.
- Created sketches, wireframes, high-fidelity comps, and prototypes to communicate designs effectively.
- Utilized Figma design software to develop high-fidelity prototypes.
- Delivered a detailed and organized Design system and UI Kit for the company.

Product Designer | Lyra Lights | *August 2022 - March 2023*
- Applied user-centered design principles to create datasheets that effectively communicate product features, specifications, and benefits, enhancing the user experience and driving customer engagement.
- Translated data and content from print format datasheet to visually appealing and user-friendly webpages
- Identified design flaws and inconsistencies in the initial webpage prototype, and successfully transformed it into a meticulously crafted design system that enabled faster development and improved efficiency and collaboration among team members

Freelance Product Designer | Various Clients | *December 2020 - May 2022*
- Collaborated with eCommerce-based clients to identify design-related problems and deliver effective solutions.
- Balanced stakeholder, user, and customer needs and communicated concepts and designs through sketches, wireframes, high-fidelity comps, and prototypes.
- Managed multiple projects simultaneously

Web Designer | Public Affairs Undergraduate Program at UCLA| *August 2018 - June 2019*
- Regularly monitored and updated webpage content, ensuring accuracy, relevancy, and freshness, resulting in an improved user experience and up-to-date information for the program's website visitors.
- Analyzed the needs and preferences of the student audience to create targeted and personalized email newsletters, ensuring that content was relevant and engaging to enhance the user experience.
- Collaborated closely with program administrators and stakeholders to align the newsletter content and design with program objectives, effectively communicating updates, events, and opportunities to the student community.

EDUCATION

University of California, Los Angeles
BA Psychology, Graduated June 2020
Relevant Coursework: Web Programming, Research Methods in Psychology, Social Psychology, Cognitive Science, Statistics

TOOLS & SKILLS

UX Design: User Research, Wireframing, Prototyping, Information Architecture, Interaction Design, Usability Testing, User-Centered Design, Persona Development, Journey Mapping, Card Sorting, User Testing and Analytics
Design Tools: Figma, Sketch, Adobe XD, InVision, Balsamiq, Marvel
Front-End Development: HTML, CSS, JavaScript, jQuery, Bootstrap, Responsive Web Design
Visual Design: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Typography, Color Theory, Layout Design, Icon Design
Collaboration: Teamwork, Stakeholder Management, Client Presentations, Agile/Scrum Methodology, Effective Communication, Problem-Solving, Project Management

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