TAYSER ABDURASID

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SUMMARY

Product designer blending form and function to create inclusive, scalable digital experiences. Known for system thinking, accessibility advocacy, and prototyping at midnight. Experienced in leading design systems, remote collaboration, and solving actual user problems—not just Figma puzzles.

SKILLS+TOOLS

Design: UI/UX Design, Design Systems, Prototyping, UX Writing

Tools: Figma, Framer, Webflow, Adobe CC, Maze, Hotjar, Notion, Miro

Dev: HTML/CSS, Component Libraries, Low-Code Development

Methods: User Research, Usability Testing, Heuristic Evaluation, Accessibility Audits

Bonus: Agile, Design Ops, Mentorship, Remote Leadership

XP POINTS

Senior UI/UX Designer — INCYT (AU)   (2023—2025)

- Created and maintained INCYT's first full design system, cutting dev handoff time by 50% and standardizing UI across 3 product teams
- Led the design of core features backed by continuous user feedback and stakeholder alignment
- Conducted usability testing and heuristic audits that informed product roadmaps and reduced support tickets
- Mentored junior designers, improving collaboration workflows and delivery timelines by 20%
- Integrated WCAG accessibility into all components

Senior Visual Designer (Product/UX) — SG Interactive (APAC)   (2021—2023)

- Designed high-performing microapps and landing pages in aggressive release cycles across regional markets
- Maintained brand consistency while shipping UI components under tight timelines
- Collaborated with dev and content teams across multiple time zones without passive-aggressive Slack notes

Creative Design Lead — Savii (PH)   (2020—2021)

- Directed B2B and B2C creative campaigns while establishing scalable brand visuals
- Managed internal design team and enforced process alignment to reduce revision loops
- Delivered cross-platform content (social, web, app) without imploding from context switching

Remote Designer — Aventus Direct Marketing (US)   **(2016—2019)**
- Delivered landing pages, ads, and social assets for U.S. health/SaaS clients in a remote, fast-paced setup
- Balanced conversion-focused design with brand voice and tight delivery timelines

Graphic Designer (Product/UX) — Palace Gifts (QA)   **(2011—2015)**
- Designed brand and packaging for major clients including Qatargas, Qatar Airways, and Ooredoo
- Executed multilingual layouts with attention to regional nuances and logistics

Layout Artist — Seed Interactive (PH)   **(2008—2010)**
- Produced print and digital materials for academic and municipal campaigns under creative direction

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Freelance Consultant   **(2016—Present)**

Clients: Aurawave, Studio Friday, Pixel True, Oddit, Grow-QA, Revision Advertising, Flourish & Thrive Academy, Infosry, Eternal Eyes Design, Green Marketing, Dig Designs, Stages Sessions, Bastion Payment Systems, Revision Advertising

- Delivered full-cycle UX/UI for startups across SaaS, fintech, and eCommerce industries
- Designed low-code websites that launched fast and scaled cleanly
- Built lean branding systems with dev-friendly design handoff

EDUCATION+CERTIFICATIONS

Adobe XD Essential Training
Daniel Scott | 2019

Design Thinking
Treehouse | 2019

Advanced Strategy Bundle
The Futur | 2020

Business Bootcamp w/ Chris Do
The Futur | 2020

The Webflow Masterclass
The Flux Academy | 2021

Design System in Figma
Design Code | 2021

Figmaster Design System
Figmaster | 2021