

TAYSER ABDURASID

product designer | low-code dev | design systems

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SUMMARY

A product-focused designer blending form and function. Experienced in leading cross-functional teams, building design systems, and designing inclusive, scalable web platforms backed by research and user feedback.

CORE SKILLS	<div><div>Design</div><div>Tools</div><div>Dev</div><div>Methods</div><div>Others</div></div> <div><div>UI/UX Design, Design Systems, Prototyping, UX Writing</div><div>Figma, Framer, Webflow, Adobe CC, Maze/Hotjar, Notion, Miro</div><div>HTML/CSS, Component Libraries, Low-Code Development</div><div>User Research, Usability Testing, Heuristic Evaluation, Accessibility Audits, User Flows, Data Gathering, User Interviews</div><div>Agile, Design Ops, Remote Collaboration, Leadership & Mentorship</div></div>
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EXPERIENCE	<div><div>Senior UI/UX Designer</div><div>2023-Present</div><div>INCYT</div><div><ul style="list-style-type: none">Built the company's first design system from the ground upReduced redundant design and dev handoff tasks by 50%Mentored junior designers and improved design-dev handoffDelivered consistent UI across 3 product platformsConducted usability testing and heuristic evaluations to guide new feature designsEnsured component accessibility using WCAG best practices</div></div> <div><div>Senior Visual Designer (Product, UX/UI)</div><div>2021-2023</div><div>SG Interactive (APAC)</div><div><ul style="list-style-type: none">Led UI design for landing pages and microappsCollaborated with dev and copy teams under fast-paced cyclesEnsured brand consistency while iterating at speed</div></div> <div><div>Creative Design Lead</div><div>2020-2021</div><div>Savii (Uploun PH)</div><div><ul style="list-style-type: none">Oversaw visual direction for both B2B and B2C marketing campaignsLed internal creatives and aligned design output with brand guidelinesDelivered marketing and product assets across all channels</div></div>
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ADDITIONAL EXPERIENCE	<div><div>Remote Designer</div><div>2016-2019</div><div>Aventus Direct Marketing (US)</div><div><ul style="list-style-type: none">Designed landing pages, ads, and social media for U.S.-based clients in a fast-paced remote setup.</div></div> <div><div>Graphic Designer</div><div>2011-2015</div><div>Palace Gifts (Qatar)</div><div><ul style="list-style-type: none">Handled design needs—from logos to product packaging—for major clients including Qatargas, Qatar Airways, and Ooredoo.</div></div> <div><div>Layout Artist</div><div>2008-2010</div><div>Seed Interactive (PH)</div><div><ul style="list-style-type: none">Created print and digital designs for schools and local government clients under the guidance of an Art Director.</div></div> <div><div>Freelance Consultant</div><div>2016-Present</div><div>Clients: Studio Friday, Aurawave, Grow-QA, Pixel True, Oddit, etc.</div><div>Roles: UX/UI Design, Visual Identity, Low-Code Dev, Landing Pages, etc.</div><div>Industries: SaaS, eCommerce, Fintech-lite, Education, Creative Tech, Medical, etc.</div></div>
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EDUCATION	<div><div>CIIT</div><div>2015-2019</div><div>3D Animation + Multimedia Arts</div></div> <div><div>Treehouse</div><div>2019</div><div>Design Thinking</div></div> <div><div>Flux Academy</div><div>2020</div><div>Webflow Masterclass</div></div> <div><div>Figmaster</div><div>2021</div><div>Figmaster Design System</div></div>
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