

# Akram S.

## PRODUCT DESIGNER

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### EXPERIENCE

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#### Vidyard

May 2017 - Current

##### Product Designer

Helped define the strategy and direction of Vidyard's products (Freemium and Commercial), shipped multiple products as the sole designer on a cross-functional team and created the first design system at Vidyard.

##### Vidyard Free & Pro

Designed and shipped Vidyard's first freemium offering. A video communication product designed to quickly help users record and share videos with colleagues or clients. The product exhibited high activation and retention rates and has gained over 1k paying customers within the first 6 months.

##### Vidyard Partner App

Designed and shipped an integrated app used by HubSpot, Outreach, Marketo (Adobe), Zendesk and more partners. The app provides easy access to any owned videos on a team and allows the recording of new videos all within the user's preferred platform. The Partner App was a key element of the Vidyard-Hubspot partnership and the launch of HubSpot video. On average, 15-20% of the yearly revenue is attributed directly to the Partner App ecosystem since launch.

##### Vidyard Design System - a.k.a. ConstructionYard

Defined the strategy and design direction of the design system across multiple Vidyard products. Vidyard's design system is a set of components, patterns, and guidance used to build products for Vidyard's thousands of users. The design system increased the consistency and product quality, helped incrementally increase user activation and retention across all products, and decreased communication overhead within Vidyard.

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#### Freelance Design

Jan 2016 - Current

##### Designer

Designed mobile apps and websites for multiple clients. Worked with Edusync, Vidhub, Evergreen DM, Lumos Business, Room for Tea Inc, and Snapwise Inc.

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#### Kaizena

Oct 2015 - Dec 2015

##### UX & UI Designer

Designed and shipped Kaizena's first iOS app. Kaizena is an education platform designed to improve learning outcomes by connecting students with personal, high-quality feedback from their teachers.

### SKILLS

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**Product Design** with a focus on shipping quality experiences on web-based and mobile products.

**Design systems** with a focus on how they break, how they scale, and the people who evolve them.

**Product and Project management** experience.

Some front-end web development experience with React and Javascript.

Fluent in English and Arabic.

### TOOLS

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**Design:** Sketch, Figma, Principle, Zeplin, Invision, Marvel.

**Development:** HTML, (S)CSS, Javascript, React, Github, and Jira.

### EDUCATION

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#### Honours Biology and Psychology BSc.

Wilfrid Laurier University  
Waterloo, Canada  
June 2016