

Akram S.

PRODUCT DESIGNER

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EXPERIENCE

Vidyard

May 2017 – Jan 2020

Product Designer

Helped define the strategy and direction of Vidyard's products (Freemium and Commercial) with the product team, 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 product offering. A video communication product designed to quickly help users record and share videos with colleagues or clients, and engage their viewers with custom CTA's. The product exhibited high activation and retention rates and has gained over 1k paying customers within the first 6 months of launch.

Vidyard Design System — a.k.a. ConstructionYard

Defined the strategy and design direction of the design system for use across multiple Vidyard products. The design system is a set of components, patterns, and guidance used to build products for Vidyard's thousands of users. The design system created a more coherent and high-quality experience across all of Vidyard's products and decreased communication overhead between multiple teams. All products using the design system showed improved user activation and retention.

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.

Freelance Design

Jan 2016 – Today

Designer

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

Kaizena

Sep 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 providing students with personal, high-quality feedback from their teachers.

SKILLS

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

Systems design with a focus on how design systems scale and break.

Product and Project management experience.

IxD and UI design.

Website and landing page design with a focus on conversion.

Some front-end web development experience with HTML, (S)CSS, JavaScript and React.

Fluent in English and Arabic.

TOOLS

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

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

EDUCATION

Honours Biology and Psychology BSc.

Wilfrid Laurier University
Waterloo, Canada
2016