Akram S.

PRODUCT DESIGNER

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EXPERIENCE

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. 10-15% of the total revenue is now attributed directly to the Partner App ecosystem.

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 errors within the Vidyard R&D org.

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.

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

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

Systematic design with a focus on design systems.

Product and Project management experience.

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

Fluent in English and Arabic.

TOOLS

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

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

EDUCATION

Honours Biology and Psychology BSc.

Wilfrid Laurier University
Waterloo, Canada
June 2016