

# SYED HAIDER ALI SHAH

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## EXPERIENCE:

### UX Designer - Pinnacle Studios

Remote, CA. Sept 2019 – Present

- Led the redesign of the company's website, resulting in a 47% increase in user engagement, and a 34% decrease in user bounce-back rate.
- Conducted extensive user research for clients, including user interviews and usability testing to gather insights, and patterns, leading to an average of 42% improvement in product usability for clients.
- Created user journey maps, user flows, wireframing, prototypes, and interactive mock-ups using industry-leading design tools such as Figma and Adobe XD.
- Conducted A/B testing and analyzed data to identify areas of improvement, resulting in an average of 38% increase in user retention for clients on an ongoing basis.
- Collaborated with the development team to ensure a seamless product development cycle resulting in a 44% reduction in development time.
- Designed the visual design system for the company to maintain visual and interaction design standards.

### Fry's Electronics

Concord, CA. June 2016 – Sept 2019

Sales supervisor	Jan 2018 – Sept 2019
Management trainee	Nov 2017 – Jan 2018
Sales Associate	June 2016 – Nov 2016

- Exceeded personal and departmental sales targets by 60% on average by active warm calling, providing effective sales training to sales associates, and customized sales packages.
- Hired and trained more than 10 sales associates to maintain departmental operations and sales inquiries.
- Increased customer satisfaction by 30% within the first month of promotion as a sales supervisor.
- Maintained an organized and visually appealing store layout, leading to a 25% increase in foot traffic and a 15% increase in the average purchase amount.

### UX Designer and Project Manager – Karachi University Model UN

Pakistan. Jan 2015 – Dec 2015

- Utilized Agile methodology to design a Model United Nations (MUN) conference in Pakistan, resulting in a successful conference with over 500 participants, 98% of whom rated their experience as positive on a post-conference survey.
- Received recognition from the UN Women National Committee Canada for promoting peace, harmony, and positive dialogue among youth in the international community.
- Conducted regular user research to identify the needs and behaviors of conference participants, resulting in a 25% increase in participant engagement and satisfaction with the conference experience.
- Designed all digital materials for the conference, including digital marketing content, committee logos, and other visual assets, using the UX design process to ensure high-quality user experiences.
- Audited the academic material for student participants, including study guides and rules of procedures, to ensure that the conference provided a valuable learning experience and met the expectations of participants.

## Event Manager – Events 360

Pakistan. June 2013 – Dec 2015

- Managed multiple high-profile events in Pakistan, ranging from small-scale meetings to large-scale conferences and festivals, with an average budget of PKR 500,000.
- Coordinated all aspects of event planning, including venue selection, vendor management, budgeting, logistics, and program development, resulting in a 95% success rate in meeting project objectives and exceeding client expectations.
- Demonstrated exceptional leadership and communication skills in leading cross-functional teams to ensure seamless execution of events, resulting in a 20% improvement in team collaboration and a 30% reduction in project delivery time.
- Developed and implemented innovative marketing strategies that resulted in increased event attendance and engagement.
- Demonstrated a commitment to community engagement and social responsibility by organizing events that promoted education, culture, and social justice, resulting in a 50% increase in awareness and engagement with social issues among event attendees, measured using post-event surveys.

## CERTIFICATIONS:

- Google UX Design Professional Certification - Coursera Aug 2022 - Nov 2022
- Journey Mapping - Interaction Design Foundation Jan 2023 - Feb 2023
- Memory and Perception in HCI and UX - Interaction Design Foundation Jan 2023 - Feb 2023

## EDUCATION:

- Associate in arts – Acting and Theatre – Los Medanos College (CGPA 4) Graduating in Fall 2023
- Associate credits in Business Administration – Iqra University (CGPA 3.2) Jan 2013 – Dec 2015

## SKILLS:

- **Technical:**  
Adobe XD, Adobe Photoshop, Figma, Html, CSS, Slack, Trello, Google Docs, FigJam.
- **Design:**  
User research, storyboarding, competitive analysis, user stories, information architecture, user journey, service blueprints, persona design, wireframes, low-fidelity and high-fidelity prototypes, usability testing, affinity diagram, and mockups.
- **Soft Skills:**  
Design thinking, agile development, communication, conflict resolution, teamwork, problem-solving, attention to detail, adaptability, creativity, empathy, collaboration, and time management.