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.
- 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.
- Utilized Figma to design digital products for clients, using features such as Auto Layout, components, prototyping, and collaborative editing to optimize workflow efficiency and ensure smooth hand-off to developers resulting in a 44% reduction in development time.

UX Designer Fry's Electronics   **San Jose, CA. June 2016 – Sept 2019**

- Managed ongoing website optimization at Fry's Electronics, incorporating new research findings, leading to a 25% increase in average session duration and a 15% decrease in bounce rate within one month.
- Conducted over 50 user interviews and facilitated 30 usability testing sessions, resulting in a notable 33% average improvement in product usability across Fry's Electronics' website, reflected in an increase from 60 to 80 in usability scores.
- Visited 7 retail stores to conduct immersive field research, collaborating with more than 45 employees and engaging with more than 100 customers to gather insights and identify behavior patterns.
- Implemented findings into website updates, refining interface elements, and navigation structures, contributing to a 25% increase in website engagement metrics such as average session duration, page views per visit, and click-through rates.

UX Designer and Project Manager – Karachi University Model UN   **Pakistan. Jan 2015 – Dec 2015**

- Utilized Agile methodology to organize a Model United Nations (MUN) conference in Pakistan, resulting in a successful event with over 500 participants. A post-conference survey revealed a 98% positive rating from attendees.
- Received recognition from the UN Women National Committee Canada for promoting peace, harmony, and positive dialogue among youth in the international community.
- Conducted user research to identify the needs and behaviors of conference participants, resulting in a 25% increase in participant engagement in pre-event activities.
- 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.

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 Computer Science for transfer – Los Medanos College (CGPA 4)   Graduating in Fall 2024
- Associate in Business Administration – Iqra University (CGPA 3.2)   Jan 2013 – Dec 2015

SKILLS:

- **Technical:**
  Adobe XD, Adobe Photoshop, Figma, Html, CSS, JavaScript, Python.

- **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 diagrams, and mockups.

- **Soft Skills:**
  Design thinking, agile development, communication, conflict resolution, teamwork, problem-solving, attention to detail, adaptability, creativity, empathy, collaboration, and time management.