



JAVARIA SAEED | PRODUCT DESIGNER

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📍 LONDON, UK

EXPERIENCE

Product designer at Grubtech - May. 2023 - date (London, UK)

- I was the squad design lead responsible for managing workload by agreeing on priorities with a PM and Engineer Manager. Regularly participated in defining strategy, roadmap, and OKRs.
- Led end-to-end design for 22 core products, collaborating closely with engineering, QA and planning teams.
- Executed extensive user research, usability testing, and competitor analysis for 5 core product families, leading to a 15% increase in product usability.
- Updated Grubtech's design framework, unifying 22 products into an ecosystem; achieved on-time delivery for multiple product launches, adhering to strict timelines in a fast-paced, agile environment.

UI / UX Designer at Zenty - Jul. 2022 - Apr. 2023 (Dubai, UAE)

- Delivered end-to-end UI/UX design for Zenty, collaborating closely with marketing and engineering teams to create a seamless user experience. Solely responsible for designing across iOS, Android, and the web.
- Collaborated with project managers to align project priorities with stakeholders, identify opportunities, and drive engagement. Also co-created iterative and phased delivery plan for agility.
- Developed comprehensive user personas & customer journey maps through user interviews and testing, ensuring an understanding of user needs.
- Produced a variety of reusable digital assets, including investor decks, marketing content, and social media posts, in close collaboration with the marketing teams to maintain consistent branding and messaging.

Product Designer at Alinon - Feb. 2021 - Jul. 2022 (New York, USA - Remote)

- Presented product presentations and design decisions to stakeholders while incorporating their valuable feedback into the design process.
- Led design team of 2, working on various projects in domains including e-commerce, blockchain, fitness, FinTech, EdTech, MedTech & SaaS software. Some of these are mentioned in the projects section of my profile.
- Led a one-week design sprint workshop with 8 designers from various missions to deliver tangible solutions.

Product Designer, Freelance - Sep. 2019 - Feb. 2021

Optaxe: Fintech - Product designer

- Conducted the design process for Optaxe, an innovative FX options platform. Worked with the Product manager to brainstorm and conceptualize the idea of a centralized trading system.
- Was responsible for managing workload by agreeing on priorities with a PM and Engineer Manager. Actively participated in defining strategy, roadmap, and OKRs.
- Created the trading dashboards in light and dark versions, studied trading documents to create an intuitive trading flow between Hedge funds and banks, and created an admin portal.
- Presented a platform to stakeholders to gain incorporated feedback.

Whats Popin: Social Media Application - Design director

- Led Popins' interface design, an innovative mobile application to enhance local business revenue streams. Was the sole designer responsible for designing across iOS, Android, and the web.
- Created design system, branding guidelines, pitch decks, and 200+ screens for Explorer and business app.
- Carried out Hotjar screen testing and user interviews with business owners and users to understand user pain points.

WAM Digital: Digital solutions platform - Product designer

- Worked with the product manager to align the project scope and priorities. Developed multiple wireframes and iterations to get stakeholder feedback on their preferences.
- Created a modern online platform that showcases WAM Digital's services in the marketing industry. The project aimed to revamp their existing website which led to increased website traffic by 40% and boosted lead generation by 25%

Polygen: Fundraising platform - Product designer

- Created a permissionless Web3 launchpad designed to fund innovation in a truly decentralized manner. Worked alongside the development and strategy team to manage the implementation.
- Carried out competitor analysis that assisted in designing dashboards with an intuitive flow to conduct investments, enabling users to seamlessly navigate the platform and make informed investment decisions.

Hopetalia: MedTech - Product designer

- Led the product side of this project from start to finish by aligning team members and stakeholders from across the business on the importance of the project.
- Worked with 2 other designers to ensure we had a design system that met our immediate needs and the future needs of the business. Conducted user interviews and focus groups with 26 participants, created 150+ screens for doctors and patients app, and conducted competitors analysis.
- For in-depth insights, I conducted elaborate usability testing that included eye gaze testing and customer satisfaction analysis tests.

Un1on: Member engagement software - Product designer

- Brainstormed and strategized the product scope with product managers.
- Researched and created the UI of a comprehensive member engagement platform for unions and associations resulting in a 15% boost in community marketplace engagement.
- Carried out customer satisfaction analysis with 50 participants with various demographics to understand user pain points.

Run by ideas: Program management platform - Product designer

- Led the project with the Product managers to align the priorities with stakeholders, identify opportunities and drive engagement.
- Designed a seamless user experience for Run by idea, a Jira plug-in, across mobile and web platforms, resulting in a 15% adoption boost.
- Additionally, created a visually appealing and user-friendly WordPress website for Run by Ideas, leading to a 30% surge in website traffic.

ViewSpection: Inspection platform - Product designer

- Brainstormed and created a UI redesign and user flow optimization of ViewSpection's web and mobile apps.
- Presented product presentations and design decisions to stakeholders while incorporating their valuable feedback.
- Conducted initial interviews with 20+ users (field staff and inspectors) to understand their needs and pain points before incorporating the feedback into the platform.

EDUCATION

M.Sc. in User experience engineering from Goldsmiths, University of London - *London, UK*

Graduated with Merit, thesis on 'seamless navigation in medical applications' was among highest scoring papers submitted.

B.Arch. in Design and Architecture from Bilkent University - *Ankara, Turkey*

Merit Scholarship, 6 High Honors, Graduated with Cum Laude (3.66), Member of Design and Architecture Society DAS - Bilkent University.

SKILLS & TOOLS

- **Research:** Employing focus groups, user interviews, and card sorting for comprehensive data gathering. Conducting usability testing and A/B testing for iterative design enhancements. Developing service blueprints, stakeholder maps, competitor analysis, user personas, and user flows.
 - **Visual Design:** Creating design systems for cohesive and consistent visual aesthetics. Leading branding efforts to establish strong brand identities
 - **User Interface:** Applying wireframing, prototyping, and both low and high-fidelity designs. Utilizing 3D modeling for enhanced visual and interactions.
 - **Tools:** Proficient in Figma, Sketch, Adobe XD, Hotjar, Illustrator, Photoshop and Canva.
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AWARDS & CERTIFICATIONS

Google Career Certificates - Build Wireframes & Low-Fidelity Prototype | Conduct UX Research and test Early concept | Create High-Fidelity Designs and prototypes | Foundations of User Experience (UX) Design | Start the UX Design, Empathize, Define, Idea | Foundation of digital marketing & E-commerce | Attract & Engage customers with Digital Marketing | From Likes to Leads-Interact with customers Online, **TOEFL** - 112 Points

PORTFOLIO

Website: <https://javariasaeed.com/>

Behance portfolio: [behance.net/javariasaeed1](https://www.behance.net/javariasaeed1)

CONTACT

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