Niaz Zia

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San Francisco, CA

As a Lead Product Designer with extensive experience in UX/UI design, I have successfully managed end-to-end product development processes, led cross-functional teams, and collaborated closely with clients to deliver innovative design solutions. My background in both B2B and B2C markets has equipped me with a deep understanding of user-centered design principles, information architecture, and usability best practices. I am skilled in conducting thorough user research, creating wireframes and prototypes, and ensuring seamless integration of design elements to enhance the overall user experience.

Skills
- Generative AI Product design
- Research
- Information Architecture (IA)
- User Experience (UX) Design
- User Interface (UI) Design
- Design System
- Proficiency in Design Software
Figma, Adobe XD, Sketch, In-Vision and …

Lead Product Designer
Octopyd I Apr 2024 – Present

As Lead Product Designer at OCTOPYD, a startup, I lead the redesign of products for B2B and B2C markets. My role includes defining design strategy, conducting user research, and collaborating with teams to create intuitive and engaging user experiences, ensuring high-quality solutions that align with business goals.

Senior Product Designer
Ludwich Computing I Jan 2024 – Apr 2024

Working closely with startup companies as a Product Designer, I am entrusted with overseeing the entire product development journey. This involves conducting thorough research, creating user-centric design experiences, offering creative direction, defining design systems, and product story telling.

Senior Product Designer
Dell I Mar 2017- Apr 2023

Managed end-to-end product life cycle and design system, leading research, information architecture, UX/UI design, and close collaboration with front-end developers for seamless functionality and aesthetics. Directed marketing projects, effectively communicating designs and insights to diverse stakeholders, contributing to overall project success.

Senior UX-UI Designer
Intuit I Dec 2016 - Mar 2017

Under my guidance, I led a comprehensive redesign of the email template system, making it fully responsive for various occasions. Collaborating closely with cross-functional teams, such as marketing, we enhanced hero image functionality. I ensured seamless integration with existing technologies for an optimal user experience.

Visual & UI Designer
Sapient Razorfish I Jun 2015 - Nov 2016

My role involved facilitating collaboration among various departments, gathering project requirements, conducting thorough research, and designing tailored solutions for Honda, USANA, Intel, and Disney projects, all while maintaining strict alignment with project objectives and brand guidelines.

Designer
Eleven, Inc. I Apr 2015 - Jun 2015

Developed comprehensive branding solutions that encompassed both traditional and digital campaigns, leveraging expertise in UX/UI and print design to deliver exceptional results. Demonstrated proficiency in creating visually appealing designs that effectively communicated the client's message and aligned with their brand guidelines, while ensuring optimal user experience across various digital platforms.

Education

Academy of Art University **MFA Advertising** (Digital Art)

Azad University (IAU) **MFA** Illustration

Azad University (IAU) **BFA** Graphic Design