

Shamar Ahdawan Joseph

Product Designer

Summary

Business-oriented Product Designer with the know-how to determine functionality and enhancements. Proficient in AI workflows for maximum productivity and impact. Collaborative, self-starting design partner with 6+ years of experience working cross-functionally.

Experience

NBCUniversal, Peacock – Product Designer

JAN 2022 - MAR 2026

- Led Peacock's first design systems team, establishing scalable component libraries that unified design-to-development workflows across web, mobile, and connected TV platforms, increasing design consistency by 30%.
- Designed innovative advertising experiences in partnership with Marketing, Ad Sales, and brand sponsors, balancing viewer experience with revenue goals, contributing to a \$12M in ad-supported revenue.
- Guided designers in best practices, implementing design systems that elevated design standards.

August Home – Product Designer

MAY 2021 - DEC 2021

- Established design system standards to unify August, Yale Access, and Gateman apps, creating a framework for consistent UI patterns and components across North American and Asian markets.
- Delivered complete interaction designs and user flows for access control features, balancing security requirements with user experience while maintaining technical feasibility throughout implementation
- Modernized design operations by implementing collaborative workflows and documentation standards, enhancing cross-functional team velocity and minimizing design debt.

Ancestry – UX Designer

JUN 2019 - MAY 2021

- Led the cross-platform design of AncestryDNA Traits for mobile and web, resulting in a 5% lift in user engagement with DNA-related content and strengthening the value proposition of DNA testing services.
- Designed and launched the Discover Feed feature for the Ancestry mobile app, driving a 7% increase in user engagement by introducing social discovery mechanics that expanded the platform's demographic appeal.
- Developed design system components, including illustrations and motion graphics, in collaboration with engineering for pixel-perfect implementation and consistent user experiences across products.

Contact

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Skills

User experience design
Product Design
Interaction Design
Prototyping
Visual Design
User-centered design
Design Systems
Responsive Design
Design processes
User Research
Accessibility
A/B testing implementation
Adobe creative suite

Education

Savannah College of Art & Design

B.F.A. User Experience Design

Savannah, GA
SEP 2015 - MAY 2019

Portfolio

shamarjoseph.co