

Shamar Ahdawan Joseph

Senior Product Designer

Summary

Senior Product Designer that uses data-informed design and systems thinking to influence product and design decisions.. 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
NEW YORK CITY | JAN 2022 - MAR 2026

- Established the design systems initiative to harmonize workflows across web, mobile, and XTV environments. Scaled design consistency by ~30% through the implementation of workshops, office hours, and comprehensive self-serve documentation for the entire organization.
- Contributed to a \$12M in ad-supported revenue by designing innovative advertising experiences that were flexible for sponsors and useful for viewers.
- Provided mentorship and guidance to a team of over 25 designers by introducing workshops, keynote updates, office hours and 1:1 consultations thereby creating a culture of quality and standardization in design.

August Home | Product Designer
SAN FRANCISCO | MAY 2021 - DEC 2021

- Spearheaded the development of unified design system standards across the August, Yale Access, and Gateman ecosystems. Streamlined design operations by introducing robust documentation and collaborative frameworks that synchronized UI components and patterns for 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
SAN FRANCISCO | 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

shamarahdawan@gmail.com
shamarjoseph.co
704.915.1410
Charlotte, NC 28201

Education

Savannah College of Art & Design |
BFA User Experience Design
SAVANNAH | SEP 2015 - MAY 2019

Harvard Online | Certificate in
Innovation Strategy: Tools and
Frameworks for Business
ONLINE | JUN 2026

Skills

User experience design
Product Design
Interaction Design
Information Architecture
Prototyping
Visual Design
User-centered design
Design Systems
Responsive Design
Service Design
User Research
Usability Testing
Accessibility
A/B testing implementation
HTML/CSS
Agile

Tools

Figma
Sketch
Adobe Firefly
Adobe Illustrator
Adobe After Effects
Adobe Photoshop
Xcode
Visual Studio Code
Principle
Jira
Confluence
Tableau
Zoom
Microsoft Teams
Google Meet