# AJ Syed Ali

Sr. Lead Product Designer

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## Summary

User-centered Product Designer with 10+ years of experience crafting intuitive and scalable digital solutions. Adept at leading design projects from ideation to launch, collaborating with cross-functional teams, and creating experiences that drive engagement and business growth. Proficient in design systems, prototyping, and UX research with a strong focus on delivering impactful results.

## Experience

### GoDaddy

**Sr. Lead Product Designer**                    **August '24 - Present**

- Own UX strategy for in-product merchandising across commerce software plans and POS hardware, partnering with Product and Marketing to drive subscription growth and revenue expansion.
- Lead growth and monetization initiatives focused on increasing GCR, SaaS attach, and retention across the Commerce ecosystem.
- Direct UX for internal hardware fulfillment systems, designing scalable tools to support nationwide order processing and operational efficiency.
- Design and execute growth experiments to increase attach rates and lead generation, leveraging AI-driven insights (Airo) to activate emerging sellers.
- Collaborate cross-functionally to define and test monetization strategies that accelerate adoption of Payments, POS, and Commerce offerings.

**Lead Product Designer**                    **March '22 - July '24**

- *Led and mentored UX designers, driving design quality, prioritization, and cross-functional alignment.*
- *Spearheaded the end-to-end redesign of GoDaddy's Developer Center (launched Oct 2022), improving usability for developers submitting and managing apps.*
- *Expanded and optimized the App Marketplace experience, enhancing discovery, subscription flows, and merchant engagement.*
- *Partnered with Product and Engineering to define scalable frameworks for vertical commerce solutions across industries including retail and restaurants.*

### Cervello

**Lead UI/UX Designer**                    **May '21 - March '22**

- Synthesized client information to develop personas, user flows, and high-fidelity prototypes for B2B solutions.
- Designed a supplier network management dashboard for a global CPG company, improving usability and efficiency.
- Led UX workshops to optimize financial dashboards for C-suite users, reducing ad-hoc report requests by 20%.

### SYLVANIA Automotive

**Design Manager**                    **Nov '20 - Apr '21**

- Managed a team of designers, overseeing creative direction and UX for SYLVANIA's digital and physical products.
- Directed the redesign of SYLVANIA's website, improving the UX of the "Bulb Lookup Guide."

## Skills

**Product & Growth Strategy**

Growth Experimentation

Monetization & Merchandising Strategy

Activation & Onboarding Optimization

AI & Conversational UX

Marketplace & Platform Ecosystems

Product Strategy & Roadmapping

**Design Leadership**

End-to-End Product Design

Design Systems

Interaction Design

Cross-Functional Alignment

UX Research & Validation

**Tools**

Figma

Cursor

UserTesting / Lyssna

JIRA / Confluence

Adobe Creative Cloud

Webflow

## Education

CUNY Hunter College

New York City, New York

Bachelor of Arts, June 2013

Emerging Media Design

- Worked with major retailers like AutoZone, Walmart, and O'Reilly Auto Parts to understand the shopping experiences in their unique store fronts. Designing and adjusting design strategies to match desired experience at retail.
- Oversaw $530K research and packaging design project. Managed agency contacts and communication of key developments to leadership. Overall impact of the project represents a potential $1.6M in increased sales per year.

**Creative Lead**                                            **Sept '19 - Nov '20**

- Led creative efforts for SYLVANIA's new in-car electronics line. Delivering packaging, point-of-purchase materials, digital assets, videos and other marketing materials for major U.S. retailers.
- Designed materials featured in 20,000+ stores, targeting customers with data-driven strategies to boost sales.
- Partnered with internal teams and agencies, managing a $530K design budget and achieving impactful results.

## Sucuri Security (Acquired by GoDaddy)

**Senior Visual Designer**                                   **Mar '19 - Sept '19**

- Supported the Sucuri brand across all channels. Developed brand style guide for key customer demographics/segments to ensure brand resonance. Worked with leadership to complete a full brand redesign.

**Graphic Designer II**                                      **Apr '17 - Mar '19**

- Sucuri was acquired by GoDaddy on March 22, 2017. My responsibilities were divided between both brands. I supported GoDaddy Security marketing efforts.

**Graphic Designer I**                                       **Jun '16 - Apr '17**

- Second designer hired at Sucuri Security to support all marketing efforts. Owned all creative for security blog and social media.