Zayn Siddiqui

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Senior Product Designer

Software Designer with 7+ years of experience, I have a track record of improving product usability and increasing user satisfaction for companies ranging from major B2C/B2B products to small businesses and startups. I prioritize human-centered design principles and have helped products reach their goals by tackling unique problems and delivering creative, flexible solutions that align with customer and business needs

WORK EXPERIENCE

Side (formerly PTW) · Remote · 07/2024 - 03/2026
Senior Product Designer · Full-time

- Leading product design team on the creation of DUBS, a communication and social platform for gamers.
- Guiding product strategy with research and user tested feedback to increase user growth and retention at early stages of MVP.
- Drove significant improvements in design handoff efficiency by introducing new tools and processes, fostering a culture of collaboration across teams.
- Collaborated between with Product, Engineering, and Marketing to define product vision, prioritize roadmap items, and align on OKRs
- Reduced average length user onboarding time by over 60 seconds with minimal UX changes.
- Implemented first Design System and maintained component library, reducing design and development time by 10-15%
- Increased user retention by ~30% within 6 months of launch by implementing targeted design improvements based on user feedback and testing data.

CarrierX · Long Beach, California, United States · 08/2021 - 07/2024
Senior Product Designer

- Lead design initiative across multiple SaaS and B2B software products
- Conducted product tests and reviews to find solutions and areas to improve on current features and upcoming developments.
- Owned designs for any required updates and maintenance on legacy product, FreeConferenceCall.com
- Collaborated with cross-functional teams to define a clear product vision, utilizing user testing insights to drive design strategy and achieve significant improvements in user retention.
- Creating materials for marketing campaigns, website graphics and animations, print graphics, and other consumer facing marketing materials.
- Directed the design process for a B2B adaptation of our consumer product, resulting in significant revenue growth and successful market entry within 12 months.

Product Designer

- Successfully launched Phound, a new communication product from CarrierX, and oversaw the initial design phases of the mobile app from conception to production.
- Developed high-quality storyboards and wireframes during the design process, improving user experience and ensuring alignment with product vision across multiple projects.

- Collaborated with cross-functional teams to generate impactful design solutions, resulting in a streamlined product development process.
- Guided user research initiatives that generated insights from diverse sources, driving strategic design improvements and fostering a user-centric culture.
- Designed and maintained company websites and created any graphic materials needed

Bullhorn.fm · Long Beach, California, United States · 08/2021 - 02/2023
Lead Product Designer

- Took MVP B2C product line to polished, market ready version across the mobile and web experiences.
- Successfully created designs focussed on reaching KPIs and fostering user growth and retention
- Owned entire design process from conception through production including research, wireframing, prototyping, and user testing.
- Lead team with two junior designers by creating design initiatives and tickets based on input from marketing, partnerships, and engineering departments.
- Drove a successful B2B, SaaS product development to generate additional revenue at Bullhorn, resulting in exclusivity deal with a major media company within 18 months.

GFASHION LA · Los Angeles, CA, United States · 12/2020 - 05/2021
UX Designer

- Worked as part of a team of designers during the initial creation of the web and mobile experience for a luxury fashion startup
- Maintained ownership of design process from ideation and wireframes to high fidelity and developer hand off
- Held regular collaborative meetings with engineering teams to create a consistent understanding of the product direction
- Created and maintained the desktop design system and component library

Freelance · 03/2017 - 12/2020
Freelance UX Designer

- IquoteXpress - Contract
- Grid Alternatives - Contract
- Cumulus Vision - Contract

EDUCATION

Bachelor's degree in Computer Game Development
DePaul University

SKILLS

- Adobe Creative Suite
- Graphic Design
- Product Design
- Project Management

- Rapid Prototyping
- Responsive Web Design
- Agentic Development
- User Experience (UX)

- User Interface Design
- AI Tools
- User Interface Prototyping
- UX Research