

SYED SUBZWARI

Principal Product Designer • 2x Co-founder

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SUMMARY

- **12+ years** in product design across startups and larger software companies, from new products to growth-stage work.
- **Strong business lens**, with work directly tied to activation, conversion, retention, and churn, not just feature delivery.
- **Two-time co-founder** comfortable owning ambiguous problems, making tradeoffs, and working directly with customers and engineers.
- Comfortable working beyond Figma in **VS Code and Claude Code**, using Claude Skills and CLAUDE.md to prototype faster and bring design work closer to production.

EXPERIENCE

MASSIVE

2024 - 2026

Principal Product Designer

Market data platform for individual investors, developers, and enterprise customers.

- Reduced retail customer churn by **11%** by improving early activation and helping customers discover relevant plans and endpoints during their first 60 days.
- Raised checkout from **under 2% to over 7.5%** by adding plan availability directly to API documentation.
- Increased first-hour API activation by **nearly 6%** after redesigning Massive's API documentation.
- Brought **8%** of a previously lost signup cohort back to make a successful API call with Massive's first lifecycle email program; **85%** of that group had previously never returned.
- Shipped the SQL editor + AI in private beta with **22** of Massive's largest enterprise customers, enabling users with little or no SQL experience to create queries and summarize results in plain language.

HASHICORP

2022 - 2023

Principal Product Designer

Enterprise infrastructure software; worked across Vault cloud and enterprise products.

- Led design for HCP Vault, helping launch HashiCorp's managed-cloud version of its flagship secrets-management product.
- On Vault Enterprise, improved core admin workflows across a product line responsible for **\$500M+ in annual revenue**.

WILD G.O.A.T.

2021 - 2022

Co-founder / Head of Product and Design

Live sports-betting startup I co-founded.

- Owned product and design from 0-to-1, including product vision, roadmap, onboarding, social, payments, betting, and early go-to-market work.

ACCURICS

2020 - 2021

Founding Product Designer

Cloud security platform for DevOps and security teams; acquired by Tenable for \$160M.

- Led product design from the early product through Tenable's **\$160M acquisition** in 2021.
- Worked directly with the first **30 enterprise pilot customers** and turned their feedback into product and onboarding improvements; also created the company's first design system.

EARLIER EXPERIENCE

OUTCOME CHAINS

2017 - 2020

Product Design Manager

B2B enterprise sales platform focused on outcome-based selling.

- Led product design and managed two designers for a product used by enterprise sales teams at IBM, Microsoft, and Cisco.

RESPONSIVE

2013 - 2016

Product Design Consultant

Independent product-design studio serving startups and Fortune 500 teams.

- Ran the studio and led client product design for teams including Next Trucking, Layered Insights, and Johnson & Johnson.

VISUAL OUTCOMES

2009 - 2012

Founding Product Designer

Web-based electronic medical record platform.

- Led product design across the core EMR experience.

CORE SKILLS

Product: Product strategy, interaction design, prototyping, design systems, user research

Growth: Activation, retention, monetization, experimentation, funnel analysis, product analytics

Tools: Figma, PostHog, Google Analytics, Hotjar, Claude Code, VS Code, Framer

EDUCATION & CERTIFICATION

Education: Computer Science, San Jose State University

Certification: UX Certificate, Nielsen Norman Group • **Languages:** English, Urdu