SYED ALI

Principal Product Designer

Los Angeles, CA | Remote

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SUMMARY

- **12+ years** designing products across startups and enterprise software; two-time founder.
- Hands-on design leader with experience **managing teams of up to three designers**.
- Use Figma, Claude Code, and VS Code to build working prototypes and bring design closer to production.

EXPERIENCE

MASSIVE Principal Product Designer 2024 - 2026

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

- Redesigned API documentation and surfaced plan availability at the endpoint level, improving checkout conversion and helping developers make their first API call.
- Improved onboarding and plan discovery to address early customer drop-off and strengthen retention.
- Shipped an AI-assisted SQL editor in private beta for enterprise customers, helping users create queries and summarize results in plain language.
- Built Massive's first lifecycle email program, re-engaging inactive signups and guiding them toward their first successful API call.

HASHICORP Principal Product Designer 2022 - 2023

- Led design for **HCP Vault**, helping launch HashiCorp's managed cloud secrets-management product; improved core administrative workflows across Vault Enterprise.

WILD G.O.A.T. Co-founder / Head of Product and Design 2021 - 2022

- Owned product and design from 0 to 1 for a live sports-betting startup, spanning product vision, onboarding, social features, payments, betting, and early go-to-market work.

ACCURICS Founding Product Designer 2020 - 2021

- Led product design and **managed two junior designers** from the early cloud security product through **Tenable's $160M acquisition** in 2021.
- Worked with the first **30 enterprise pilot customers** to improve the product and onboarding; created the company's first design system.

JOHNSON & JOHNSON Lead Product Designer (Contract) Oct 2018 - Apr 2020

- Led design across products tied to the Verb Surgical acquisition, including an **AI video annotation platform** used to train surgeons.

OUTCOME CHAINS Product Design Manager Jan 2017 - Oct 2018

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

RESPONDSIVE Product Design Consultant 2013 - 2016

- Ran a design studio for startups and Fortune 500 teams, including Next Trucking and Layered Insights.

VISUAL OUTCOMES Founding Product Designer 2009 - 2012

- Led product design for a web-based electronic medical record platform.

CORE SKILLS

Design: 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

Computer Science, San Jose State University | UX Certificate, Nielsen Norman Group
Languages: English, Urdu