

Syed Ismail

Lead Product Designer at Jamoons Digital

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Portfolio: <https://www.seyedismail.com>

Professional Summary:

Experienced **Lead Product Designer** with over **8+ years** of hands-on experience in Product Design and **14+ years** in the **IT industry**, specializing in creating **user-friendly** and data-driven experiences across web and mobile platforms. Proven ability to lead end-to-end product design processes from research to handoff, driving business impact through measurable design outcomes. Skilled in using behavioral analytics, A/B testing platforms, and marketing automation tools to craft better user journeys. I am currently looking for a UI/UX Product Design role where I can contribute to impactful products, drive user-centered solutions, and grow with a forward-thinking team.

Core Skills:

Design Strategy & Execution:

- **User-Centered Design:** Customer Journey Mapping, Story Mapping.
- **Product Thinking:** End-to-end Product Design & Strategy, Feature Prioritization.
- **UX Design:** Wireframing, Prototyping (low to high fidelity), Microinteractions, Accessibility
- **UI Design:** Visual Design (Typography, Iconography), Design Systems, Atomic Design
- **Usability & Research:** UX Research, Experimentation, Usability Testing

Tools & Platforms:

- **Design:** Figma, Photoshop, Illustrator, Adobe XD, After Effects
- **Product Analytics & Optimization:** Google Analytics, Amplitude, Split.io, MoEngage
- **Prototyping & Collaboration:** Miro
- **AI & Emerging Tools:** Figma AI, Midjourney, Runway, GPT
- **CMS:** SharePoint, WordPress, Adobe CQ, AEM

Development:

- HTML, CSS, JavaScript (basic interaction prototyping)

Languages Known:

- English (Fluent), Arabic (Read/Write), Tamil (Native)

Portfolio Highlights:

- JLL Real Estate Platform - Optimized property discovery with advanced search filters and personalized recommendations, driving a 30% revenue boost and 15% reduction in bounce rates. (<https://www.seyedismail.com/jll-project> [Ismail Portfolio](#))
- Donut Delights - Crafted an immersive mobile experience for a food-industry client, leveraging Figma motion animations and user research to bring unique flavors to life. (<https://www.seyedismail.com/donutdelight> [Ismail Portfolio](#))
- FireBoost - Designed a comprehensive fitness-tracking app with real-time analytics, seamless onboarding flows, and a clear 4-column grid system for an intuitive user journey. (<https://www.seyedismail.com/fireboost> [Ismail Portfolio](#))
- Trekking App Design - Designed a solo trekking app for explorations across India's Himalayan and Western Ghats regions, focusing on immersive discovery and resilience-themed UX flows. (<https://www.seyedismail.com/trekxplore>)

Experience:

Lead Product Designer at Jamoons Digital

May 2023 - Present

- Boosted **JLL Real Estate** platform revenue by **30%** and cut bounce rates by **15%** through personalized recommendation algorithms, premium listing visibility, and advanced filters.
- Conducted **user research** and **usability testing** with 100+ users, applying both **quantitative** and **qualitative** techniques to inform decisions.
- Leveraged **Google Analytics, MoEngage, and Amplitude** to monitor feature adoption and optimize onboarding flows, leading to a **25% increase in first-week engagement**.
- Integrated **Split.io** for controlled feature rollouts, enabling design hypothesis validation through **A/B testing** with measurable impact.
- Developed over 30 high-fidelity prototypes, user journeys, and motion-enhanced interfaces for smoother cross-platform UX.
- Led cross-functional collaboration with developers, product managers, marketing teams, and stakeholders to streamline the design handoff process, reducing iteration cycles and improving implementation efficiency.
- Championed collaboration between product, development, and marketing to reduce design-development iteration cycles by 40%.

Senior UI/UX Product Designer at Rage Communications Pvt. Ltd

April 2011 - April 2023

- Applied design principles such as typography and color theory to craft user-friendly interfaces.
- Collaborated with designers and cross-functional team members, providing leadership and guidance to ensure seamless design implementation and timely project delivery.
- Stayed current with emerging design trends and tools, applying innovative approaches to improve user experience.
- Managed multiple priorities across projects in a fast-paced environment, consistently delivering high-quality designs under tight deadlines.
- Led internal design workshops to mentor junior designers and promote UX best practices within the organization.
- Worked in Agile/Scrum environments, contributing to backlog grooming, sprint planning, and design QA.

Front End Developer at Tec-Z Solutions

Jan 2010 - March 2011

- Designed and developed responsive web interfaces using HTML and CSS, ensuring cross-browser compatibility.
- Created designs and prototypes using Adobe Photoshop for visual consistency and branding.
- Enhanced user interactions with animations and transitions for an engaging experience.
- Collaborated with back-end developers to ensure seamless API integration.

Education:

Bachelor of Science in Computer Science, Sadakathullah Appa College, India (Grade A) (2006 - 2009)