



Syeef Karim

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Confident translating complex problems into actionable steps by conducting research, sketching, and producing appropriate fidelity mockups. I'm experienced navigating between low-level design details through to the broader company vision ensuring simplicity is at the core of each experience... with sprinkles of delight.

Experience

Cloudflare 2019 — Now

Senior Product Designer

- Led design work for web browser products/features such as Network Analytics, WAF, and Security Center as well as the WARP native application for Android, iOS, macOS, and Windows.
- Influenced and contributed towards the internal design process creating a familiar workflow across design teams.
- Presented best practices with designers and mentored newer and junior designers.
- Advocated for tools to facilitate usability testing.
- Shared design decisions and vision with product development team, highlighting the value of design to the organisation.
- Collaborated with Brand Design team to reinforce consistency across the customer journey

Native (Mobile) Native (Desktop) Web Browser Prototyping User Research Animation

Design Systems

WorldRemit 2017 — 2018

Product Designer

- Led the design effort on various features of the mobile app such as: transaction status, managing personal details, and refining the new transfer experience, for both Android and iOS.
- Led the conception, validation, and subsequent iterations of the initial WorldRemit Wallet.

Native (Mobile) Web Browser Prototyping User Research Animation Design Systems

Capital One 2014 — 2017

UX Designer

- Heavily involved with the conception, ideation, user research and execution of the mobile app to help customers manager their account, for both Android and iOS.

Native (Mobile) Prototyping User Research

Major League Hacking 2014 — 2017

EU Co-founder & Operations

- Led the operations and logistics for the EU team. Responsible for sourcing and managing suppliers, as well as staff deployments to events.
- Communicated with university societies to encourage and teach them how to host a hackathon.
- Facilitated and maintained multiple sponsorships, regularly communicating and updating key stakeholders.

Education

BSc Computer Science (2.1) 2011 — 2014

Manchester Metropolitan University

Tools & Skills

Design: Figma, Illustrator, Sketch

Animate: Adobe After Effects

Research: UserTesting, Maze, UsabilityHub

Code: HTML, CSS, JavaScript, React

Project Management: Jira, Confluence, Miro, FigJam

Analytics: Google Analytics, Amplitude, HotJar

- Experienced working cross-functionally with engineering, product management, research, project management, and customer facing teams e.g. sales and support.
- Experienced facilitating cross-functional workshops and design critiques.
- Familiar building end-to-end experiences for Enterprise SaaS products i.e. how features impact billing, role based access control, privacy & compliance, and analytics.
- Able to strike a balance between customer needs, business needs, and design craft.
- Experienced conducting user interviews (remotely/in-person), drafting surveys, and producing prototypes for usability testing.
- Experienced conducting interviews, receiving feedback, and synthesising input from senior/executive leadership.