

Syeef Karim

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I enjoy turning complex problems into clear, actionable solutions through research, sketching, and building mockups. Technically confident, I move easily between detailed design and the bigger picture, producing not just visuals but functional prototypes. My goal is always to create simple, user-friendly experiences with a touch of creativity.

Experience

Docker 2023 — Now
Staff Product Designer

- Designed and refined a cohesive user experience that consolidates access to multiple Docker products within a single web interface.
- Led design efforts on enterprise-grade user management, encompassing advanced authentication (SSO/SCIM) and identity management workflows, role-based access controls (RBAC) for user/product capabilities, and enhanced admin controls—ensuring a secure, intuitive setup that supported large-scale deployments.
- Created intuitive designs to drive product adoption, utilising user research and post-launch metrics to iterate and improve the overall user experience.

Web Browser Prototyping User Research

Cloudflare 2019 — 2023
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 manage 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.
- 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 (Remix Run)
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.