

Suleiman Ali Shakir

A designer passionate about problem solving, code, and art.

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Experience

UX Designer, Design Systems - Amazon • Sep 2022 - Present | NYC

- Leading design system foundations north star vision & execution for product teams
- Building efficient tools, processes, & upskilling teams to deliver quality design
- Delivered a streamlined design token creator for all product teams reducing friction
- Collaborated on building a themeable component library for the Fire TV team

Senior Product Designer - BuzzFeed • Jul 2019 - Sep 2022 | NYC

- Lead design and strategy for the Android & iOS apps
- **Mentored** a team of designers & engineers to build a **multi-platform design system**
- Defined a subscription strategy with leadership & data - **achieved 74% conversion**
- Created a video ad experience that generated **\$1M/month** without impacting UX
- Introduced design tokens which increased our time-to-market & **halved QA time**
- Designed & launched an ad manager that helped teams run campaigns efficiently

Interaction Design Intern - Siemens • Jun 2018 - Apr 2019 | NJ

- Collaborated with designers, engineers & sta on automation & healthcare projects
- Created & shipped components for the SHUI design system (**2018 Red Dot Award**)
- Led efforts to plan, design & pitch an interactive prototype for a safety planning tool
- Designed information architecture and user flows for enterprise web dashboards

Android Developer - Eros International • Jun 2016 - Jun 2017 | India

- Developed & **launched a video streaming app** in an Agile development team
- Built and designed UI for mobile & tablets, onboarding and analytics modules

Other

Mentor - ADPList with 40+ sessions • Feb 2023 - Present

Personal Blog with 70+ articles, 10K+ readers • 2015 - 2020

Guest Instructor, Masters UX Practicum - Rutgers • May 2019 - Aug 2019 | NJ

Education

Master of Business & Science – UX Design | Rutgers University • 2019 | NJ

B.Tech – Computer Science & Engineering | Crescent University • 2016 | India

Skills

Design

Product strategy,
User flows, UX, UI,
Rapid Prototyping,
Workshopping &
Ideation

Research

User interviews,
Competitive audit,
Usability evaluation

Development

Android Java,
Javascript, HTML,
CSS, Sass, React,
Framer Motion

Tools

Design

Figma, Adobe XD,
Sketch, Framer,
Principle, ProtoPie,
Photoshop,
Illustrator

Development

VS Code, Git,
CodeSandbox,
Style Dictionary,
Storybook

Product / Project Management

Jira, Confluence,
Basecamp