Suleiman Ali Shakir

A Designer passionate about code, design systems, and art.

iamsuleiman.com   linkedin.com/in/suleiman-shakir   suleimanalishakir@gmail.com   848-239-7265

Experience

Senior Product Designer | BuzzFeed
Jul 2019 - Present | NYC

- Leading design & strategy for Android & iOS apps to improve retention & engagement
- Defined strategy for a subscription offering on iOS, achieving a **74% conversion rate**
- **Managing** a team of designers & engineers to build a **multi-platform design system**
- **Introduced design tokens** into team process, improving product development speed
- Created a video ad experience that generates **$1M/month** without impacting UX
- Designed & facilitated launching an ad manager that improved internal teams efficacy

Interaction Design Intern | Siemens
Jun 2018 - Apr 2019 | Princeton, NJ

- Collaborated with designers, engineers & clients on automation & healthcare projects
- Led efforts to plan, design and pitch an interactive prototype demo for a planning tool
- Created, **documented & shipped components** for Healthineers SHUI design system
- Worked with the design team to **propagate best practices** in layout & typography
- Designed information architecture and user flows for enterprise web dashboards

Owner & Writer | Personal Blog for Design Engineers
Apr 2015 - Present

- Wrote 70+ articles on mobile design patterns and Android development
- Increased monthly traffic to over 48,000 by executing organic SEO & content strategies

Android Developer | Eros International
Jun 2016 - Jun 2017 | Bangalore, India

- Developed & **launched a video streaming app** as part of an Agile development team
- Built and designed UI for mobile & tablets, onboarding and analytics modules
- **Improved app performance** on low-end devices by using optimization techniques
- Reduced app size by 50% improving compression via ProGuard & Gradle

Education

Master of Business & Science – UX Design | Rutgers University
Sep 2017 - May 2019 | New Brunswick, NJ

B.Tech – Computer Science & Engineering | BSA Crescent Institute
2012 - 2016 | Chennai, India

Skills

Design
Product strategy, User flows, Wireframes, Rapid prototyping, Motion design, Design systems

Research
User interviews, Competitive analysis, Usability evaluation

Development
Android Java, Javascript, HTML, CSS, Sass, React

Tools

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

Development
Android Studio, Xcode, VS Code, Sublime Text, Git

Product / Project Management
Jira, Confluence, Basecamp