

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 pattern 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

- Improved the onboarding experience for CarpoolWorld's app, making it 70% faster
- Conducted usability tests for Google and recommended areas of improvement
- Crafted & tested a gamified app to encourage volunteering over a 1 week design sprint

Skills

Design

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

Research

User interviews, Competitive analysis, Heuristic evaluation, A/B testing

Development

Java (Android), Javascript, HTML, CSS, Sass, React JSX

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