

Shadi Abd

Senior Product Designer | Systems & Accessibility Focus

Professional Summary

Senior Product Designer specializing in enterprise workflow optimization, scalable interaction models, and design systems. Experienced in reducing complexity, aligning cross-functional teams, and integrating usability research and accessibility principles into production environments.

Core Expertise

- Interaction Design & Information Architecture
- Design Systems Architecture & Governance
- Enterprise Workflow Optimization
- Usability Testing & Research Synthesis
- Accessibility & Inclusive Design
- Cross-Functional Facilitation & Design Leadership
- Rapid Prototyping & Validation (Low–High Fidelity)

Professional Experience

Senior UX Designer | Extron — Nov 2021–Present

UX Designer | Extron — Aug 2019–Nov 2021

- Promoted to Senior UX within one year based on cross-functional leadership and impact.
- Led enterprise workflow analysis translating insights into scalable UX patterns and reusable components.
- Defined foundational page architecture and interaction standards for default product templates.
- Simplified complex configuration flows reducing cognitive load and improving clarity.
- Facilitated design sprints influencing roadmap prioritization.
- Mentored junior designers strengthening documentation and systems thinking.
- Advocated accessibility best practices integrated into production workflows.
- Presented research findings to leadership accelerating alignment and decisions.

UX Visual Designer | Mt. Sierra College — Oct 2018–Aug 2019

- Improved website usability and conversion through structured landing page redesign.
- Collaborated cross-functionally to implement responsive, brand-consistent experiences.
- Identified UX friction points and introduced measurable improvements.

UI/UX Designer | Launch Tech USA — Feb 2016–Oct 2018

- Led end-to-end UX for web and mobile applications from wireframes to final delivery.
- Translated complex technical concepts into simplified interaction models.
- Developed scalable user flows and site maps supporting product growth.

Earlier Experience (2004–2016)

Graphic & Visual Design roles across print and digital media. Built strong foundations in visual systems, typography, and brand consistency.

Education & Professional Development

- UX Certification — Nielsen Norman Group (2021–2024)
- Interactive Media Design — 2016
- BFA, Graphic Design — 2008
- AA, Visual Design — 2005

Tools

Figma · Adobe XD · Photoshop · Illustrator · Jira · Confluence