

Shadi Abd

Senior / Staff Product Designer | Complex Enterprise Products & Design Systems

shadiabd.com | linkedin.com/in/shadi-abd | shadi.abdsh@gmail.com | 714-277-0467

PROFESSIONAL SUMMARY

Product designer with 10+ years of U.S. UX, product, and visual design experience, including nearly seven years at Extron and two promotions. Specializes in complex enterprise products, workflow design, information architecture, and design systems. Experienced taking ambiguous problems from discovery through interaction models, high-fidelity design, prototyping, validation, implementation, and iteration. Combines systems thinking and product judgment with a strong visual-design foundation, close Product and Engineering partnership, accessibility, mentorship, and hands-on craft.

CORE STRENGTHS

Complex Workflows • Enterprise B2B SaaS • End-to-End Product Design • Product Strategy • Information Architecture • Interaction Design • Visual / UI Design • Design Systems • Prototyping • User Research • Usability Testing • Accessibility / WCAG • Design QA • Product + Engineering Partnership • Stakeholder Alignment • Mentorship • AI-Assisted Prototyping

PROFESSIONAL EXPERIENCE

Senior UX Designer | Extron Electronics *Nov 2021 - Aug 2026*

- Owned end-to-end design for complex enterprise products, moving from ambiguous problem framing and user needs through information architecture, workflows, high-fidelity UI, prototyping, validation, engineering partnership, and iteration.
- Designed workflow-heavy experiences spanning monitoring, device management, configuration, scheduling, alerts, dashboards, history, administration, permissions, and system states for professional users managing technically complex environments.
- Partnered closely with Product and Engineering to frame problems, understand technical behavior and constraints, evaluate tradeoffs, resolve edge cases, and shape scalable product experiences rather than treating design as downstream execution.
- Created and evolved reusable interaction patterns, page architectures, component standards, and design-system guidance, improving consistency and supporting coherent experiences across multiple product areas.
- Led discovery and validation through customer and stakeholder conversations, workflow analysis, design sprints, interactive prototypes, usability testing, and iterative refinement.
- Worked from systems-level experience models down to detailed interaction and visual design, refining hierarchy, typography, layout, states, feedback, accessibility, and implementation fidelity.
- Presented design rationale, research findings, tradeoffs, and strategic recommendations to stakeholders and leadership; mentored designers through critique and hands-on guidance.
- Used Figma, Make, and AI-assisted workflows to rapidly explore future-facing concepts and interaction models and communicate product possibilities with stakeholders.

UX Designer | Extron Electronics *Aug 2021 - Nov 2021*

- Designed end-to-end web and mobile workflows from information architecture and user flows through polished UI and interactive prototypes, translating technical requirements into approachable experiences.
- Collaborated closely with Product and Engineering through implementation, adapting designs to platform constraints, resolving interaction details, and protecting usability and design quality through delivery.
- Contributed reusable interaction patterns, documentation, and scalable UX standards that strengthened consistency across product areas.

Visual Interface Designer | Extron Electronics *Dec 2019 - Aug 2021*

- Created visual and interaction design for enterprise software and hardware interfaces, applying strong hierarchy, typography, layout, spacing, states, and visual-system consistency.

- Helped establish reusable interface patterns and standards while partnering with UX and Engineering to make technically complex functionality understandable and cohesive.
- Expanded from visual execution into broader interaction and product-design ownership, contributing to two promotions during Extron tenure.

ADDITIONAL PRODUCT & UX EXPERIENCE

UX Visual Designer | Mt. Sierra College *Oct 2018 - Dec 2019*

- Improved responsive digital experiences through UX analysis, interaction and visual design, and structured redesign; collaborated cross-functionally to improve usability, clarity, and customer experience.

UI/UX Designer | Launch Tech USA *Feb 2016 - Oct 2018*

- Led end-to-end UX/UI for web and mobile products in automotive technology, translating complex technical concepts into clear user flows, responsive interfaces, and scalable interaction models.

EARLIER VISUAL DESIGN EXPERIENCE

Graphic and visual design roles across digital and print media (2004-2013), building a strong foundation in typography, visual systems, illustration, brand consistency, and communication design.

EDUCATION & PROFESSIONAL DEVELOPMENT

Nielsen Norman Group (NN/g) UX Certification, 2021-2024 • Interactive Media Design, 2016 • BFA, Graphic Design, 2008 • AA, Visual Design, 2005

TOOLS

Figma • Make • Miro • Axure RP • Adobe Creative Suite • Jira • Confluence