YAZEED ATIYA

SENIOR UX/PRODUCT DESIGNER SPECIALIST

CONTACT

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Charlotte, NC

SKILLS

- Design Leadership
- Strategic Thinking
- User Research & Analysis
- Wireframing & Prototyping
- Interaction & Motion Design
- Design Systems Management
- Usability Testing
- Accessibility & Inclusivity
- Cross-Functional Collaboration
- Technical Understanding
- Responsive Design
- Agile/Lean UX
- Heuristic Evaluation

TOOLBOX

- Figma
- Adobe Creative Suite
- Sketch
- InVision
- Keynote
- UserTesting
- Maze
- FigJam
- JIRA
- Slack
- Microsoft Office Suite

PROFILE

Senior UX/Product Designer with 16+ years of experience designing intuitive, scalable digital solutions across the FinTech and large-scale enterprise platforms. Proven track record of leading high-performing design teams, streamlining complex systems, and delivering measurable business value. Expert in UX research, interaction design, accessibility, and prototyping—skilled at aligning cross-functional teams around human-centered design principles. Passionate about building design systems, optimizing workflows, and crafting seamless user experiences that drive engagement and retention.

WORK EXPERIENCE

Senior Product Designer (Project Lead)

Bank of America   Feb. 2024 - Present

- Rebuilt point-of-sale software templates using enterprise design systems, improving functionality and design consistency.
- Redesigned the merchant onboarding flow to simplify user experience and enhance associate comprehension, aligning with brand and accessibility standards.
- Led the migration from Sketch to Figma, improving file organization, version control, and cross-team accessibility.
- Built and maintained a scalable Figma-based style guide and component library, enhancing design consistency and development efficiency.
- Developed a dark mode strategy for associate-facing applications, applying Material Design principles and ensuring WCAG 2.2 compliance.
- Partnered with developers, content strategists, and product managers to ensure intuitive design across mobile and web apps.
- Created flowcharts, low-/high-fidelity wireframes, and interactive prototypes in Figma.

Senior UX Designer Specialist

Ally Financial   Nov. 2008 - Dec. 2023

- Served as the first UX hire at Ally, playing a key role in building the UX team and establishing a human-centered design culture across the organization.
- Contributed to the creation and evolution of TM Studio, an internal innovation hub, by rapidly prototyping and testing new banking concepts. Helped shape strategic initiatives that unlocked in-house talent and positioned Ally at the forefront of innovation.
- Mentored junior designers to foster a culture of continuous learning and design excellence.
- Led the redesign of the Ally Mobile app, enhancing onboarding and feature discovery. These improvements resulted in a 25% increase in daily active usage and a 30% boost in feature interaction.
- Initiated and led the One Click app redesign, achieving a 32% uplift in user engagement.
- Delivered measurable improvements in product usability and customer satisfaction, contributing to a 15% increase in customer retention.

EDUCATION

Bachelor of Fine Arts and Technology
University of Massachusetts

While pursuing my degree, I assisted art department professors, helping set up gallery exhibitions, maintain photography rooms, and troubleshoot design software in computer labs. I supported students using creative tools, onboarded new peers into the program by sharing curriculum insights and resources, and mentored fellow students by offering feedback, technical help, and best practices in visual design.

UX/UI Designer
Wachovia Bank   Dec. 2006 - Nov. 2008

- Delivered high-quality design outputs including wireframes, mockups, visual specs, prototypes, and graphical assets.
- Designed web and mobile interfaces emphasizing intuitive navigation, visual cohesion, and user engagement.
- Partnered with front-end developers, applying HTML and CSS to refine layouts and ensure pixel-perfect implementation.
- Established and maintained a design system and visual style guide to promote consistency across digital products.
- Conducted A/B testing and usability research to guide iterative improvements based on user feedback.