**YAZEED ATIYA**

SENIOR UX/PRODUCT DESIGNER SPECIALIST

CONTACT

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 [https://yazeedux.com](https://yazeedux.com/)

 Charlotte, NC

SKILLS

* Design Leadership
* Strategic Thinking
* User Research & Analysis
* Wireframing & Prototyping
* Interaction Design
* Usability Testing
* Accessibility & Inclusivity
* Technical Understanding
* Responsive Design

TOOLBOX

* Figma
* Adobe Creative Suite
* Sketch
* In-Vision
* And Others

EDUCATION

Bachelor of Fine Arts and Technology

**University of Massachusetts**

Designed to help develop a rigorous art practice, with 80+ hours spent on making fine art animation and interactive work.

PROFILE

Accomplished Senior UX Product Designer with over 16 years of experience crafting exceptional user experiences and leading design teams. Proven track record of driving user-centered design processes, resulting in innovative products that meet user needs and business goals. Skilled in UX research, interaction design, and prototyping, with a deep understanding of industry best practices. Adept at collaborating cross-functionally to deliver elegant and intuitive solutions that delight users and boost product success. Looking to leverage my expertise to contribute to the success of forward-thinking organizations.

WORK EXPERIENCE

**Senior Product Designer**

Bank of America Present

* Rebuilt Bank of America’s point-of-sale software templates, aligning with the bank's design specifications and enhancing functionality.
* Redesigned the Merchant Business Software Suite onboarding flow, modernizing and simplifying the user experience to enhance associates' understanding and support client engagement; the redesign received positive feedback in usability testing and met accessibility standards.
* Generated a dark mode strategy for Bank of America, using Material Design as a foundation and integrating the bank's color palette; conducted research to ensure compliance with WCAG 2.2 accessibility standards.
* Created a comprehensive style guide and component library in Figma enhancing design consistency and simplifying the implementation process for both designers and developers, resulting in increased efficiency.

**Senior UX Designer Specialist**

Ally Financial 2008-2024

* Played a pivotal role in the inception of the Ally UX department, shaping the organization's human-centered design culture.
* Spearheaded the redesign of One Click app for current customers, resulting in a 30% increase in user engagement.
* Delivered measurable improvements in product usability and user satisfaction, leading to increased customer retention.
* Collaborated closely with product managers, engineers, and stakeholders to integrate user-centered design principles into the product development lifecycle.
* Mentored junior designers, fostering a culture of design excellence within the organization.
* Consistently met project deadlines and exceeded client expectations, resulting in increased customer satisfaction and repeat business.
* Contributed to ally newest innovation studio focusing on rapid prototyping and testing of new consumer banking concepts that kept Ally ahead of the curve.

WORK EXPERIENCE

**UX/UI Designer**

Wachovia Bank 2006-2008

* Generated sets of high-quality design deliverables including mockups, conceptual and detailed visual specifications, prototypes, and graphical assets
* Designed user interfaces for web and mobile applications, focusing on intuitive navigation and visual appeal.
* Collaborated closely with front-end developers to ensure the seamless implementation of designs.
* Defined and documented design guidelines, ensuring consistency across all digital touchpoints.
* Conducted A/B testing and gathered user feedback to iterate and improve designs.