



# Isra Tabassum

LEAD PRODUCT DESIGNER

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## Summary

I'm a self-starter with nearly 10 years of experience in digital products, following 6 years in print and graphics. I thrive in data driven, fast-paced environments, managing multiple projects and roles simultaneously.

## Key achievements

### 40% increase in User Engagement

Led team to increase engagement metrics using data-driven strategies.

### 50% boost in design times

Led Design System upgrade, increasing efficiency across 5 teams.

### 32% increase in User Satisfaction

Increased by user journey validation and incorporating feedback.

### 33% enhanced performance

Boosted team efficiency, improving iteration cycles through new tools.

### Saved £750K in costs

Drove savings by enhancing usability and innovating features.

## Experience

### Lead (IC) Product Designer

Aug 2023-present

#### Skyral, formerly Improbable Defence Unit (Permanent)

London, UK

B2B scale-up innovating digital twins that transform decision-making through advanced data fusion, visualization, modelling, and simulation.

- Championed user testing initiatives improving retention by 11%, while earning positive feedback from of clients.
- Led workshops, translating insights into design concepts that enable client to make informed decisions.
- Collaborated with engineering to enhance UX/UI for geospatial products, improving satisfaction by 32%.
- Revitalised an outdated Figma Design System, improving efficiency and reducing design time by 50%.
- Partnered with product teams to prioritise features and streamline the agile design process.
- Engaged clients and internal stakeholders to incorporate UCD in solutions, translating technical concepts into actionable outcomes.
- Advocated for early UX interventions, reducing post-launch issues by 18% and increasing user adoption by 22%.

### Lead Product Designer

Mar 2023-Aug 2023

#### Lariat Data Inc. (Contract)

London, UK

B2B startup offering advanced data monitoring solutions, empowering clients to create customised dashboards by consolidating data from multiple sources.

- Improved workflows, led design sprints, and introduced new tools, boosting team efficiency and iteration cycles by 33%.
- Led product design implementation, aligning business, user, and technical needs to achieve sprint goals.
- Developed and maintained design documentation and facilitated workshops for innovative solutions.
- Used data to increase growth and engagement by 24%, translating concepts into intuitive, accessible interfaces.
- Introduced a low-maintenance Figma Design System to create scalable frameworks- increasing shipment time by 25%.

- Recruited and mentored a design team, fostering creativity, collaboration, and accountability.
- Engaged stakeholders at all levels, advocating for user-centred solutions and clearly communicating design rationale.

### Lead (IC) Product Designer

Nov 2021-Mar 2023

#### GrapeData Ltd. (Permanent)

London, UK

Startup operating a B2B and B2C ecosystem, where clients commission research tasks, and users respond to said tasks after being matched via the GrapeData app.

- Established a scalable design language and processes, ensuring timely, budget-friendly releases that met user needs and business goals, resulting in efficient releases.
- Collaborated with leadership and cross-functional teams to deliver tailored experiences for B2B, B2C, and internal stakeholders, increasing engagement by 21%.
- Mentored teams to adopt a user-centric, test-and-learn approach, achieving improvement in solution quality and consistency.
- Led design reviews and workshops, generating 3 innovative features that enhanced usability and saved £750K.
- Partnered with teams to refine aesthetics, compliance, and market fit, contributing to 27% growth and 15% improvement in data quality.
- Prototyped designs, bringing features to life and clearly conveying interaction and functionality.

### Senior Product Designer

Nov 2018-Nov 2021

#### TeamSpirit Ltd. (Permanent)

London, UK

Leading communications agency in the finance sector, serving B2B and B2C clients with digital projects ranging from UX consultations to end-to-end product design.

- Articulated UX design value to clients, securing buy-in for 8 Digital team bids, and translating user goals into opportunities to enhance engagement.
- Managed multiple clients, improving team efficiency through tool exploration, and supporting designer recruitment and onboarding.
- Led experience design initiatives, refining interfaces and interactions, and promoting design optimisation, contributing to a NPS score of 9.1.

### Mid-Senior Product Designer

Jun 2015-Nov 2018

#### Self-employed (Contract)

London, UK

Transitioned into product design collaborating with leading global brands across diverse sectors, delivering solutions for both B2B and B2C clients.

- Prioritised ROI-driven usability improvements by validating ideas early with the team and stakeholders, aligning with clients (e.g., NHS, YMCA, AmberSeas, LSE) and advising on impactful solutions, while collaborating with product teams to define and iterate on features for intuitive user interfaces.

### Education

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#### London Metropolitan University

Bachelor of Arts, 2013

2:1, Interior Design

#### University of Huddersfield

Higher Education, 2011

Diploma, Interior Design

#### Chelsea College of Arts

Foundation in Arts, 2009

Merit, Interior Design

### Skills

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Wireframing, Prototyping, User discovery & testing, UI testing, Story boarding, User journey mapping, Mentoring & leadership, Collaborative, Design System creation & contribution

### Tech stack

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Figma, Adobe CC, Axure, Balsamiq, Confluence, Jira, Miro, VWO, Tableau, Hotjar, Lookback, Pendo, Zeplin, HTML, CSS, JavaScript