

SYED MEASAM ABBAS

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Profile Summary

Human-Centered Design (HCD)–driven Senior UX/UI Designer & Design Systems Architect with 20+ years of experience across financial services, enterprise platforms, and high-growth startups. Specializes in transforming complex business requirements into intuitive digital experiences through research, prototyping, usability testing, and design-to-dev alignment. Expert in Atomic Design, design systems, React collaboration, and modern UX workflows. Proven track record of elevating design maturity, leading cross-functional teams, and delivering scalable, accessible, and consistent UI ecosystems across organizations.

Key Skills

- Human-Centered Design (HCD)
- Design Systems Architecture (Atomic Design, Storybook, Pattern Lab)
- UX Strategy & Roadmapping
- UX Research, Usability Testing & Continuous Discovery
- Journey Mapping, Service Blueprints & Process Mapping
- Accessibility (WCAG) & Inclusive Design
- Figma, Design Tokens & Design-to-Dev Collaboration
- Front-End Alignment (React, HTML/CSS, JS)
- Agile / Cross-Functional Leadership

Senior UX Lead Designer — Dollar Bank (2019–Present)

- Lead UX strategy and HCD practices across major digital banking initiatives including HELOC, online banking redesign, secure document sharing, and account opening experiences.
- Architected a scalable React-based design system in Storybook.
- Built the bank's end-to-end UX workflow including research, prototyping, testing, documentation, and engineering handoff.
- Facilitated workshops, journey mapping, design sprints and stakeholder alignment.
- Authored UX governance standards and long-term system documentation.
- Mentored UX designers, product owners, and developers.

Key Achievements:

- Established Dollar Bank's first enterprise-grade design system and UX governance model.

- Improved dev alignment through Storybook, Pattern Lab, and structured handoff processes.
- Integrated continuous discovery and user-feedback loops into product planning.

Senior Application Analyst / UX Lead — MSA (2016–2019)

- Planned and executed UX for enterprise dashboards and data-intensive applications.
- Built and governed a multi-team design system in Figma + Pattern Lab.
- Defined UI standards, accessibility rules, and developer-ready specs.
- Mentored teams on testing, visualization, and UX processes.

Key Achievements:

- Introduced Atomic Design into engineering teams.
- Delivered major visualization improvements using D3.js.

Senior UX Designer & Front-End Developer — Capitol Lighting (2015–2016)

- Led UX strategy for 1800Lighting.com, improving usability and navigation.
- Implemented A/B testing and analytics optimizations.
- Provided research insights influencing product and marketing decisions.

UX/UI Designer & Developer — Ad Asia (2012–2015)

- Designed responsive websites and mobile experiences.
- Implemented analytics to enhance usability and conversions.

Early Career

Coleman Inc. — UI/UX Support (2011–2012)

LSI Logic — Web Designer (2010–2011)

AmeriMerc — UI/UX Designer (2007–2010)

Wichita State University — Designer (2006–2007)

InfiniLogic Pvt. Ltd — Senior Web Designer (2000–2006)

Freelance Work

- Mobile 50/50 – NFL raffle mobile app.
- PPH/VHL Dashboard – Emergency services dashboards.

- iSonoHealth – UX/front-end for 3D breast ultrasound UI.
- Lindsay Theater Website – Accessible ticketing experience redesign.

Academic Qualification

- Bachelor of Fine Arts in Communication Design — Wichita State University
- Diploma in Digital Arts — Karachi School of Arts

Mentors & Influences

Don Norman, Jakob Nielsen, Paul Rand

Books: Atomic Design, Design Systems, 80/20 Principle, The Design of Everyday Things