

Syed Measam Abbas
Senior UX/UI Designer and Developer

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Professional Summary

Creative and results-driven UX/UI Designer and Developer with over 20+ years of experience delivering user-centered design solutions, leading design systems, and driving innovation for industry-leading organizations. Expert in Brad Frost's Atomic Design methodology, data visualization, usability testing, and front-end development. Adept at combining research, design, and development to craft intuitive, visually appealing, and functional digital experiences. Recognized for fostering collaboration, meeting tight deadlines, and exceeding business and user expectations.

Core Competencies

- Design Systems (Atomic Design, Pattern Lab)
- UX Research & Personas
- User Journeys & Wire-framing
- Figma, Adobe Creative Suite, D3.js
- Data Visualization & Analytics (Power BI, CrazyEgg)
- Front-End Development (HTML5, CSS3, JavaScript, React.js)
- Responsive & Accessible Design
- Team Leadership & Agile Methodologies

Professional Experience

Dollar Bank – Sr. UX Lead Designer

2019 – Present

- Collaborated with Schneider's Down to address critical pain points in Dollar Bank's online services through extensive user research and facilitation workshops.
- Developed user personas, journey maps, and detailed low-to-high fidelity wireframes to inform design decisions.
- Created a comprehensive design system with a style guide and Pattern Lab based on Atomic Design methodology, improving scalability and consistency.
- Facilitated collaboration across teams using Figma, Miro, and Agile principles to deliver projects efficiently.

Management Science Associates (MSA) – Senior Application Analyst (UX Lead Designer)

2016 – 2019

- Designed and implemented a scalable design system from scratch in Figma, based on Atomic Design principles.
- Introduced Pattern Labs to bridge communication between design and development teams.
- Enhanced web application usability by incorporating D3.js for advanced data visualization and ensuring responsive, cross-platform compatibility.
- Delivered interactive prototypes in InVision, leveraging rapid application development techniques.

Capitol Lighting – Senior UX Designer and Front-End Developer

2015 – 2016

- Revamped and launched 1800lighting.com, utilizing user-centered design principles to optimize usability and engagement.
- Pioneered A/B testing and introduced internal and external user testing processes.
- Enhanced website performance through analytics tools like Google Tag Manager and CrazyEgg.

Ad Asia – UX/UI Designer and Developer

2012 – 2015

- Designed and maintained high-profile, responsive websites, ensuring a seamless user experience and adherence to brand guidelines.
- Integrated analytics tools to inform design optimizations and improve user interactions.

Coleman Inc., Wichita, KS

2011 – 2012

LSI Logic, Wichita, KS

2010 - 2011

AmeriMerc – LLC, Wichita, KS

2007 – 2010

Wichita State University, Wichita, KS

2006 – 2007

InfiniLogic Pvt. Ltd, Karachi, Pakistan

2000 - 2006

Education

- **Bachelor of Fine Arts in Communication Design**
Wichita State University, Wichita, Kansas
- **Diploma in Digital Arts**
Karachi School of Arts, Karachi, Pakistan

Freelance Work

UX/UI Designer and Developer

2012 – Present

- **Mobile 50/50:** Designed an engaging mobile app that allows users to play raffle tickets during NFL games. Conducted user research and crafted intuitive interfaces to ensure a seamless user experience, boosting participation rates among fans.
https://www.figma.com/design/TkL17Cybtjvepww0T0lLw6/Mobile5050_Review?node-id=43-137&t=VnTJZKheBwu3d1ql-1
- **PPH/VHL Dashboard:** Designed and developed a comprehensive dashboard for Vertertny Emergency Services, optimizing data presentation and usability to support critical decision-making processes. Delivered a responsive and scalable solution tailored to client needs.
https://www.figma.com/design/f7Gomx60PflBmDkizDh4mQ/PPH_VHL3.0?m=auto&t=1kb82GCWnRuL3ZLt-1
- **iSonoHealth:** Played a dual role in designing the UX/UI and developing the front end (using Vue.js) for the world's first AI-driven portable and automated 3D breast ultrasound scanner. Focused on accessibility and intuitive navigation to empower healthcare professionals with innovative diagnostic tools.
<https://www.figma.com/proto/czMjHCf5GhcHVk4HqHPjKg/isono-desktop--master?node-id=220-957&t=GZyWb5e0leQS1hL8-1>
- **Lindsay Theater Website:** Designed the UX/UI for The Lindsay Theater's online platform to simplify the process of browsing tickets and selecting seats. Focused on creating an intuitive and visually appealing interface that streamlined the user journey, from exploring showtimes to completing purchases. Leveraged user-centered design principles to ensure accessibility and responsiveness across devices, enhancing the overall user experience for theater patrons.
<https://www.figma.com/proto/MRefso23Ssa6CIMBm0rxUz/The-Tull-Family-Theater-Website?node-id=468-766&t=NnSbgyVD2cyxq5gV-1>

Mentors and Books

Don Norman, Paul Rand Jacob Neilson
The Design Of Everyday Things, 80/20 Principle, Atomic Design, Design Systems, Designing for Data