

# Seemin Masood

**Experienced Product Designer** with a background in Marketing and Economics, bringing 4 years of UX design, research, and strategic insight. Skilled in transforming user data into growth-driving design for B2C and SaaS products that engage and sell.

## Work Experience

### Product Designer

May 2022 - Jun 2024

**Thrive | Denver, CO**

- Collaborated with the Product Manager to develop the roadmap and led the design strategy that boosted user engagement of the inventory management SaaS app by 1.5X in under two years.
- Redesigned 30+ user flows for purchasing, assembling and moving products across stores to improve navigation increasing user retention by over 40%.
- Spearheaded 4 UX research projects to gather user interview and usability testing data to inform decisions for new feature designs.
- Coordinated with frontend engineers to create a scalable WCAG-compliant design system on Figma and Storybook from scratch, optimizing the design handoff and implementation process by 70%.

### Product Designer

Oct 2021 - Mar 2022

**Polar | San Francisco, CA**

- Collaborated with the co-founders and Product Manager to establish the design strategy and introduced an AI assistant in the search feature of the knowledge management app to streamline research for student and scholars.
- Redesigned key flows for reading and annotating ebooks for the web, tablet and mobile app and increased feature discoverability and user satisfaction.

### UX/UI Designer

Oct 2020 - Jul 2021

**SM Design Freelance | Irvine, CA**

- Developed the UX strategy with journey maps and wire-flows, and conducted usability tests for a real estate tech startup to boost user adoption.
- Designed a checkout and returns flow backed by user research and testing for a local e-commerce business resulting in increased conversion rates.

### UX Designer

May 2020 - Jul 2020

**MuvnDay | Los Angeles, CA**

- Led a team of 3 designers and redesigned a property management mobile app to expand the product's lifecycle and reduce churn rate.
- Ran user interviews, card-sorting workshops and competitive analysis, and synthesized research findings to lay foundations for a scalable design.
- Delivered end-to-end high-fidelity artifacts including prototypes, flow charts and style guides ensuring smooth implementation and rollout.

### Marketing Lead

Feb 2017 - Dec 2018

**MindMatters | Dhaka, Bangladesh**

- Developed and executed social media marketing strategies to increase reach and engage the target audience on addressing mental healthcare challenges.

[www.linkedin.com/in/seeminmasood](https://www.linkedin.com/in/seeminmasood)

[www.seeminmasood.com](http://www.seeminmasood.com)

[seemin.masood@berkeley.edu](mailto:seemin.masood@berkeley.edu)

+1 (949) 923-1243

Oakland, CA

## Education

### Master of Information

#### Management and Systems

2024 - Present

**UC Berkeley | Berkeley, CA**

**Focus:** UX Design, Research, & Strategy, HCI, AI

**Awards:** California Promise Fellowship

**Activities:** TA for graduate course "Leadership and Management", Advisor at [Design at Berkeley](#)

### Certificate in UX Design

Mar - Jun 2020

**General Assembly | Los Angeles, CA**

Activities: 500+ hours of coursework, 5 UX Design and Research projects in agile sprints, Hackathon

### BBA in Marketing and Economics

2014 - 2018

**North South University | Dhaka, Bangladesh**

Awards: Cum Laude honors, Merit Scholarship

## Skills

Platform | SaaS, Responsive web apps, Mobile apps

UX design | Sketching, Wireframing, Prototyping

Design strategy | User-flows, Journey mapping

UX writing | Micro copy

UX Research | Usability testing, Interviews,

Competitor analysis, Data synthesis, Visualization

UI Design | Design systems, Typography, Design QA

Product management | Roadmaps, Agile, Waterfall

## Tools

Design | Figma, Sketch, Arduino

Product management | JIRA, Asana, Notion

UX Research | Optimal Workshop, UserTesting

Data analysis | Google Analytics, Mixpanel, Python

Collaboration | FigJam, Miro, Google suite

Frontend | HTML, CSS, Storybook