

# Azzum Naeem

Product Designer | Brooklyn, NY

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## SKILLS

### UX/UI Design:

- User Research & Usability Testing
- Wireframing & Prototyping
- User Flows, Sitemaps, and Information Architecture
- Interaction Design & Responsive Web Design
- Design Systems & Style Guides

### Web & Development

- Webflow Development, HTML/CSS
- Frameworks: Bootstrap, JavaScript Libraries (Three.js)

### Brand & Strategy:

- Brand Development & Positioning
- Market Research & Consumer Insights
- Competitive Analysis & Storytelling
- Project Management & Stakeholder Collaboration

## TOOLS

### UX/UI Design:

Figma, Adobe Suite, Webflow, Miro

### Collaboration & PM Tools:

FigJam, Notion, Asana

### Prompt Engineering:

Midjourney, ChatGPT

## EDUCATION

### Google

UX Design

### Uni. of Massachusetts - Amherst

Marketing/Design

### Shillington School

Visual Design

## SUMMARY

Product Designer with over 5 years of experience crafting branding, design systems, & user-centered solutions for Fortune 500 companies and global brand consultancies. A strong cross-functional collaborator, I bridge the gap between design and development to deliver impactful, accessible, modern digital experiences. Currently the Founding Product Designer for a financial app and Lead UI Designer for an AI photo app, I specialize in SaaS, fintech, and healthcare. My expertise includes modernizing digital platforms, enhancing usability, and ensuring WCAG compliance to meet diverse user needs.

## PROFESSIONAL EXPERIENCE

### 50,000feet (Remote) — Senior UX/UI Designer

JAN 2024 - PRESENT • FULL-TIME (CONTRACT)

*Creative consultancy specializing in brand strategy, design systems, and digital experiences for global brands.*

- Led UI design for two large-scale websites spanning **3 nations**, achieving a **20% increase in user engagement** and a **15% boost in platform conversion rates**.
- Designed and implemented a scalable design system for GardaWorld and its child companies, ensuring brand consistency across all platforms and reducing **development time by ~30%** through reusable components.
- Applied atomic design principles to create modular UI components, cutting **design iteration time by 25%** and fostering better collaboration between design and development teams.
- Delivered interactive prototypes to gain stakeholder alignment, reducing **project approval timelines by 50%** and accelerating delivery of key milestones.

### Lulafit (Remote) — Senior Brand/UI Designer

JUL 2023 - JAN 2024 • CONTRACT

*Corporate wellness and lifestyle management company delivering tailored wellness solutions to workplaces and residential communities.*

- Designed cohesive branding and marketing materials, driving a **25% increase in user engagement** across digital platforms.
- Created style guides and visual assets, ensuring **98% brand compliance** across digital and print collateral

### 20nine (Remote) — Senior UX/UI Designer

AUG 2022 - AUG 2023 • FULL-TIME

*Branding and creative agency focused on crafting engaging brand identities, digital strategies, and storytelling for diverse industries.*

- Led digital design for fintech, biotech, and SaaS clients, modernizing branding and web platforms to meet user and business needs.
- Built modern websites, scalable design systems, and ensured WCAG compliance, transitioning enterprise clients to cohesive, user-centered digital experiences.
- Transformed complex content into intuitive, user-friendly web solutions, improving usability, accessibility, and comprehension.

See all experiences: [www.linkedin.com/in/azzum-naeem-a23514175](http://www.linkedin.com/in/azzum-naeem-a23514175)