

SYED NAZEER S

Senior UX/UI Designer | Design Systems & Enterprise Experience Leadership

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SUMMARY

Senior UX/UI leader with 16+ years of experience designing end-to-end experiences for complex, data-rich enterprise platforms. Proven track record building and scaling enterprise design systems, leading cross-functional and cross-cultural teams, and translating ambiguous business and editorial workflows into clear information architecture, wireframes, and high-fidelity designs. Adept at balancing tactical interaction detail with strategic system-level thinking, applying user research, accessibility best practices, and data-driven iteration to ship measurable improvements in usability and adoption. Deep Adobe Creative Suite (XD, Photoshop, Illustrator) expertise directly transferable to Figma; a fast learner who rapidly adopts new tools and design/AI workflows.

CORE COMPETENCIES

- User-Centered Design (UCD) & Information Architecture
- Enterprise Design Systems & Pattern Libraries
- UX Strategy & Design Vision
- Wireframing, Prototyping & Customer Journey Mapping
- User Research & Usability Testing
- Accessibility & Inclusive Design (WCAG principles)
- Agile / Iterative & Incremental Delivery
- Cross-Functional & Cross-Cultural Team Leadership
- Stakeholder Management (Product, Engineering, Business)
- Design Operations & Governance
- Team Mentoring & Team Building
- AI-Assisted Design Workflows & AI-Enabled Productivity
- Data-Driven Design Decisions & Usability Analytics
- Interaction Design & Visual Design
- Design Thinking & Innovation
- Responsive Web & Mobile Frameworks

EXPERIENCE

Manager - UX / UI Designer, Flex India | Aug 2013 - Current

- Own end-to-end UX/UI delivery across enterprise applications, translating complex, data-rich business and operational workflows into clear information architecture, wireframes, and production-ready designs.
- Built and scaled an enterprise Design System with reusable components, design tokens, and governance guidelines, reducing UI development effort by 60-70% and improving cross-product consistency.
- Mapped existing user workflows to identify pain points and redesigned flows to improve usability and reduce friction, validating changes through iterative user feedback.
- Partner daily with 12+ cross-functional, geographically distributed teams (product, engineering, business stakeholders) to align UX decisions with technical constraints and business goals in an Agile delivery model.
- Apply accessibility and inclusive design principles (readable typography, color contrast, consistent interaction patterns) across design system components to support usable, compliant interfaces.

- Champion adoption of AI-assisted design and development workflows to accelerate prototyping, speed design iteration, and boost team productivity.
- Advise senior leadership on design strategy, technology roadmaps, resourcing, and capability building.
- Foster a culture of design thinking and innovation, mentoring designers to deliver user-centered solutions with measurable business impact.

Sr. Software Engineer - UI/UX, Alten Calsoft Labs (India) Pvt Ltd | Mar 2011 - Jul 2013

- Designed and developed responsive web and mobile interfaces, ensuring seamless experiences across devices, screen sizes, and platforms.
- Created wireframes, mockups, and interactive prototypes to visualize user journeys and validate design concepts with stakeholders before development handoff.

Software Engineer – UI Designer, ETA CMS I- Solutions Pvt Ltd | Jan 2010 - Feb 2011

EDUCATION

B. Tech - Information Technology, Dr. M.G.R. Educational & Research Institute, 2007

ACHIEVEMENTS

- Led the transformation of an AI-ready enterprise Design System, standardizing implementation and accelerating adoption across multiple distributed teams.
- Established a centralized design framework with reusable components and design tokens, improving consistency, scalability, and collaboration between design and development teams.
- Recognized for driving UI/UX innovation, process standardization, and cross-functional collaboration that enhanced digital experiences and streamlined delivery.

PROJECTS

AI-Ready Design System Transformation | Project Lead, UI/UX Design System Modernization

- Led transformation of an enterprise design system to support AI-assisted development and scalable digital experiences.
- Designed and implemented a centralized stylesheet architecture with standardized design tokens, enabling consistency, reusability, and AI-agent-ready adoption.
- Delivered a solution with strong organizational adoption, establishing the foundation for the next phase of design system automation.

TECHNICAL SKILLS

- **UX/UI Design:** User Research, Information Architecture, Wireframing, Prototyping, Customer Journey Mapping, Interaction Design, Visual Design, Design Systems, Accessibility (WCAG principles), Responsive Web & Mobile Design
- **Design Tools:** Adobe XD, Photoshop, Illustrator, Bootstrap Studio, Webflow (extensive experience directly transferable to Figma; fast learner, rapidly adopts new design tools)
- **Front-End Technologies:** HTML5, CSS3, Bootstrap, JavaScript
- **Collaboration & Delivery:** Agile/Iterative Delivery, GitHub Copilot, VS Code
- **Emerging Technologies:** AI-Assisted Design, AI-Ready Design Systems, Generative AI, Prompt-Assisted Prototyping