

Syeda Rahman

Product designer | Minneapolis, MN

Portfolio

- www.syeda.design

Contact

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Education

- UX/UI Bootcamp (Cert) - University of Minnesota
- Computer Science (B.A.) - University of Minnesota
- NN/g User Experience (Cert)
- Fundamentals of Digital Marketing (Cert) - Google

Tools

- Figma
- Sketch
- InVision Freehand
- Adobe Analytics
- UserZoom
- Material Design and iOS design systems

Experience

Product Designer

2021 - Present

Ameriprise Financial

- Conceptualized and delivered high-fidelity designs while solving for user experience gaps and client conversion rates.
- Conducted research including analytics, competitor analyses, and user testing (moderated usability tests, a/b tests).
- Presented research and design to stakeholders, content marketers, product owners, and engineers.
- Led process improvements within my design team, including facilitating design workshops and creating a design library.

Teaching Assistant

2023 - Present

University of Minnesota (UX/UI Bootcamp)

- Coached and helped students with UX/UI concepts and homework projects. Facilitated in-class group activities.

Product Designer

2022

Putt Craft

- Led the UX/UI redesign of Putt Craft's mobile app. Collaborated with my product team to conduct client interviews, creating a site map, style guide, wireframes, and high-fidelity prototype.

Software Engineer

2016-2020

Ameriprise Financial

- Front-end development for a financial advisor-facing mobile application using JavaScript, JSON, HTML, & CSS.
- Interviewed prospective engineers and project managers.