

Masih Salali

About me: Persian-British UX & Product Specialist, with experience in User research, Service design and end-to-end product life cycles. Worked in B2C, B2B, Consulting and start-ups.

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Experience

Lead UX/UI Designer

DreamHack (Mobile & Web, Esports) | Dec 2023 - August 2024

- **Increased revenue by 25%**, directly attracting 4 new sponsors through quest-based UI and user engagement strategies, leveraging **gamification** methodologies.
- **Reduced user onboarding time by 180%**, from 2 minutes to 10 seconds, by introducing Google & Apple logins and simplifying the onboarding process, ensuring significant **optimisation** of the user journey.
- **Boosted usage rates by 68%**, enhancing user flows and UI interactions for 100k+ users, delivering a seamless experience through **innovative design** techniques.
- **Improved user engagement by 80%**, implementing a quest system tied to digital and physical rewards, incentivising participation and driving sustained **user retention**.
- **Enhanced event interaction rates by 15%**, redesigning event and map screens to provide clear communication and intuitive user journeys, resulting in better **user engagement** and satisfaction.

Senior UX & UI Designer

Saga Media (Web, Publishing) | June 2023 - Dec 2023

- **Boosted ad engagement rates by 70%**, redesigning UI hierarchy for articles, achieving 85% ad viewability, and delivering 3 ad impressions per pageview, leading to impactful **monetisation**.
- **Increased website traffic by 20%**, enhancing product quality systems through data-driven insights, resulting in 1.5 million monthly sessions and heightened **traffic acquisition**.
- **Achieved a 90+ Core Web Vitals score**, improving website information hierarchy, accessibility, and responsiveness, leading to 85% usability for over 500,000 users, showcasing exceptional **UX optimisation**.

Lead UX Consultant

BT (Telecoms & Internet, Consulting) | Sept 2021 - June 2023

- **Secured a £150m contract**, establishing a new product-led growth revenue channel through user research and onboarding five new manufacturing customers, significantly expanding **business development**.
- **Achieved a 77 NPS score**, assisting in defining quarterly squad vision and strategy for 14 multi-disciplinary teams, resulting in enhanced **team alignment** and collaboration.
- **Increased digital fault submissions by 85%**, designing a new customer portal that reduced task completion time by 75%, improving operational efficiency and driving **digital transformation**.
- **Successfully rolled out a product to over 1,000 customers**, facilitating 50 workshops and conducting over 30 hours of user research, which drove product enhancements aligned with customer needs, ensuring **user-centred innovation**.

Product UX & UI Designer

ZeroLight (Cloud Tool, Automotives) | Jan 2021 - Sept 2021

- **Improved accessibility on 12 applications**, maintaining and improving design systems for the 3D cloud visualisation tool, ensuring brand consistency and a user-friendly interface, enhancing **design system** optimisation.
- **Optimised feature releases by 100%**, introducing design thinking and UX processes to streamline workflows, contributing to accelerated product development and **process efficiency**.
- **Reduced project timelines by 50%**, leading cross-functional teams in design thinking workshops that streamlined customer and internal projects, enhancing overall **productivity**.
- **Rolled out a product to 24 global markets**, overseeing the entire product development lifecycle from Alpha to release, ensuring smooth **product deployment**.

Product UX & UI Designer

Triller (Mobile, Social Media, AI) | June 2020 - Jan 2021

- **Increased app usage rates by 65%**, overhauling user journeys and creating 20+ flowcharts, improving data metric quality by 150% through the integration of data touchpoints into UI components, driving **data-driven** engagement.
- **Enabled users to create customised music tracks**, introducing new UI strategies with AI integrations like Mashtraxx, empowering creative user interactions and enhancing **content creation** capabilities.

Early UX & UI Career

Freelance (Goldsmith University of Music) | July 2018 - Jan 2019

- **Increased projected income by 50%**, establishing a new social media app called Instruments, which reduced reliance on middle-man platforms and improved user autonomy, driving **income growth** for freelancers.

Quick Summary

- Designer on mobile apps (2) available on the **app store, with 100m+ and 100k+ users**, respectively.
- Led UX and User research in **multidisciplinary teams / squads**.
- Great at applying **design thinking & Empathy**.
- **Mentored and managed** teams on multiple projects.
- Efficient at UI design, worked with and without **design systems**.
- Excellent **people and collaboration** skills.

Education

Northumbria University

Computer Science and Design BSc (Hons)

UX qualifications

UX Essentials, Figma Course, Adobe XD Essentials, Design Systems

Awards & Achievements

Virtusa | *Top Performing UX Architect Consultant* | 2022

BT | *Helping close a £150m contract through User research and Service Design* | 2021

Saga Media | *Improving SEO through Design practices* | 2023

ZeroLight | *Recognition for introducing design thinking* | 2021

Accenture | *Equality ally & helping Charities* | 2019

Personal Achievement | *Improving relationships between multidisciplinary teams at ZeroLight* | 2021

Skills

UX & UI | Sketching • Wireframes • Design Thinking • User Flows • Prototyping

User Research | Conducting Interviews • Data Analysing • User Journeys • Personas

Product | Interaction Design • Accessibility • Usability Testing • Iteration • Artificial Intelligence

Other | iOS & Android • Agile Methodology • Scalability • UX Touchpoints

Soft | Collaboration • Communication • Adaptability • Attention to Detail

Other Experiences

Accenture | Application Development Associate | 01/2019 - 12/2019

DWP | Case Manager (Universal Credit) | 01/2020 - 06/2020

Morrisons | Senior Sales Assistant | 01/2009 - 07/2018

References

For any references and testimonials, please refer to my LinkedIn Profile (Testimonial and recommendation section) and portfolio.

More references available upon request.