

Masih Salali

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Professional Summary

Experienced **Product Designer** and **UX Specialist** with deep expertise in **design systems, data-driven design**, and delivering impactful **user research**. Proven track record in **scalable design solutions**, improving **user engagement**, and collaborating in **cross-functional squads**. Skilled in **qualitative and quantitative** research, user testing, and **growth strategies** for B2C and B2B products. Known for driving **user-centred design** and implementing **iterative UX processes** that balance business and user needs.

Skills

- UX/UI Design:** Wireframing, Prototyping, High-Fidelity Mockups, Interaction Design, User Interface (UI)
- Design Systems:** Creation, Maintenance, Scalability, Cross-Platform Consistency
- User Research:** Usability Testing, A/B Testing, Surveys & Interviews, Persona Development, Analytics
- Collaboration & Agile:** Squad-Based Teams, Workshops, Sprint Planning, Cross-Functional Collaboration
- Tools:** Figma, Sketch, Adobe XD, InVision, Miro, Axure, Principle
- Data-Driven Design:** User Behavior Metrics, Core Web Vitals, Growth Strategies, Behavioral Analytics
- Soft Skills:** Collaboration, Adaptability, Problem-Solving, Communication, Critical Thinking

Work Experience

Lead UX/UI Designer

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

- Increased revenue by 25%** by collaborating across teams to implement quest-based UI and user engagement strategies, leveraging **gamification**.
- Reduced onboarding time by 180%**, streamlining user flows through the integration of Google & Apple logins.
- Boosted usage rates by 68%**, enhancing interactions for over 100k+ users with seamless **UI/UX design** improvements.
- Led design system development**, ensuring cross-platform consistency and scalability.

Senior UX & UI Designer

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

- Boosted ad engagement by 70%**, redesigning the UI hierarchy for articles, achieving 3x impressions per pageview.
- Increased website traffic by 20%**, enhancing user experience and product quality through **data-driven insights**.
- Developed a scalable design system**, improving accessibility and resulting in a 90+ Core Web Vitals score.

Lead UX Consultant

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

- Secured a £150m contract**, establishing a growth channel through extensive **user research**.
- Increased digital fault submissions by 85%**, designing a new customer portal that reduced task completion time by 75%.
- Led 50+ workshops** and conducted **30+ hours of user research**, improving product offerings.

Product UX & UI Designer

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

- Improved accessibility for 12 applications**, increasing user satisfaction by 40%, by overhauling **design systems**.
- Optimised feature releases by 100%**, through **design thinking** and streamlined UX workflows.
- Rolled out a product to 24 global markets**, overseeing the product lifecycle.

Product UX & UI Designer

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

- Increased app usage rates by 65%**, enhancing user journeys with AI-powered solutions.
- Improved data quality by 150%**, integrating **behavioural analytics** into UI components.

Application Development Associate

Accenture (Innovation, Consultancy) | Jan 2019 - Dec 2019

- Assisted in developing new business solutions for 5 customers**, contributing to **revenue generation** and securing new contracts.

Freelance UX & UI Designer

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.

Education

Northumbria University

BSc (Hons) Computer Science and Design

Certifications

- UX Essentials
- Figma Course
- Adobe XD Essentials
- Design Systems Mastery
- Agile Product Design Certification

Awards & Achievements

- Top Performing UX Architect Consultant | 2022
- Improved SEO via Design | 2023
- Design Thinking Innovator | 2021
- Closed £150m Contract via User Research | 2021