

Faisal Chaudry

Principal Product Designer

About

A product designer who thrives at the intersection of physical and digital experiences. For over two decades, I've pursued a deliberately diverse path - from audio engineering to global studio networks, hardware interfaces to digital platforms. This intersection of disciplines gives me unique insight into creating seamless experiences that work in the real world.

My approach to skill acquisition follows a liberal arts philosophy, naturally stacking diverse capabilities that complement each other. This provides me with both broad understanding and deep problem-solving capability, enabling high agency in complex situations. I'm driven by challenges that require connecting different fields of knowledge, whether that's combining behavioural psychology with space design or translating user insights into scalable systems. This multidisciplinary approach has enabled me to repeatedly transform ambitious visions into impactful solutions while keeping the human experience at the center.

Experience

May 2019 — Dec 2024

Principal Product Designer

Pirate Studios

A network of 700+ self-service creative studios serving 350,000+ monthly users across UK, US and EU, I evolved from leading the digital experience to driving company-wide transformation. As Principal Product Designer, I shaped everything from brand strategy to physical studio design, developing custom hardware solutions and operational systems that enabled Pirate's rapid global scaling. My work bridged the physical-digital divide, creating seamless experiences that increased retention while reducing operational costs.

- Shaped and executed 5-year product vision, aligning physical expansion with digital innovation across three continents
- Led development of CAPTURE platform from concept to launch, combining custom hardware, native iOS app, and real-time audio processing to revolutionise content creation for musicians
- Implemented data-driven solutions across the studio network, optimising revenue while reducing operational costs through smarter resource allocation
- Built and mentored design team, establishing processes that enabled rapid prototyping and validation of new concepts
- Evolved brand identity and direction to support expansion from local startup to global industry leader
- Served as design thinking consultant across departments, bringing creative problem-solving to operational challenges
- Additional Key Achievements:
 - Redesigned booking system using behavioural insights, significantly improving studio utilisation and user satisfaction
 - Developed COVID-response virtual studios initiative, maintaining business continuity during lockdown
 - Evolved scalable operational systems that enabled better management of 700+ locations with minimal overhead
 - Designed and prototyped multiple hardware solutions for studio automation and user experience enhancement
 - Led physical studio design improvements that balanced aesthetics with durability and maintenance costs

Contact

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Skills

Product Vision & Strategy
Design & Systems Thinking

Team Building & Mentoring
Stakeholder Management
Cross-functional Leadership

UX Design
UI Design
Interaction Design
Sound Design / Audio Engineering
Design Systems
Brand Strategy & Design

User Research
User Testing

Adobe Creative Suite
Figma
Framer
Webflow
HTML / CSS
iOS Design
Prototyping
ChatGPT / Claude
(Exploring new AI tools weekly)

Alumnus

BA Honours Audio Engineering & Music Technology from Kingston University

Microsoft Ventures
Mass Challenge
Level 39

May 2017 — Oct 2018

Creative Director + Product Designer

Friendrequest

As first employee, pioneered a radical rethinking of social technology - optimising for real-world connection rather than app engagement. Transformed this vision into an innovative platform that helped people convert online interactions into meaningful in-person relationships, addressing systemic loneliness in major cities. Led product strategy, design and development from concept to thousands of active users.

- Architected end-to-end product strategy and user experience, including innovative features like adaptive profiles and machine learning assisted conversation flows.
- Drove business strategy alongside founders, developing go-to-market approach and B2B partnership model.
- Built and implemented comprehensive design system supporting rapid iteration across iOS and web platforms.
- Led cross-functional teams through agile development cycles, ensuring alignment between business goals and user needs.
- Scaled platform from concept to thousands of active users through data-driven design decisions.

Dec 2013 — Oct 2016

Co-Founder & Product Designer

Talent Rank

Led the development of a platform that solved a critical challenge in finance: identifying exceptional analysts traditionally hidden by academic credentials and background. By applying diversity prediction theory to show how small, diverse groups consistently outperform larger homogeneous crowds in market prediction, we created a more meritocratic path into top financial institutions, proving that genuine analytical ability could be reliably detected regardless of someone's background.

- Architected cross-platform experience that scaled from 2,500 to 80,000 users, serving Goldman Sachs, Imperial College, and Financial Times.
- Invented and patented novel touch interface for complex financial data input, significantly improving user engagement.
- Led product pivot from consumer fintech to enterprise talent assessment, securing £200K funding at £1M valuation.
- Designed system combining crowd wisdom principles with user behaviour analysis to identify top performing analysts.
- Scaled team to 15 while managing stakeholder relationships with major financial institutions.

Jan 2011 — Dec 2013

Founder

Spectrelight Software

Designed and programmed iOS flagship release — 'Virtuoso, The Musicians Assistant.'

- Used by students and teachers at ICMP & Carnegie Mellon.
- Collaborated with master practitioners to develop UX.
- Charted in Top 100 music apps on the AppStore.