

Faisal Chaudry

Principal Product Designer

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PROFESSIONAL SUMMARY

Principal Product Designer who transforms complex challenges into elegant solutions across physical and digital domains. Proven track record of driving significant revenue growth through innovative product strategy and seamless hardware-software integration. Combines strategic vision with hands-on execution to create measurable business impact while enhancing user experiences.

PROFESSIONAL EXPERIENCE

Pirate Studios

Principal Product Designer | May 2019 — Dec 2024

Led end-to-end product strategy and design for a self-service creative studio network that scaled from early-stage startup to 700+ studios across UK, US, and EU, serving 350,000+ monthly users.

Increased revenue by 40% through development of CAPTURE product

Designed bespoke experience combining custom hardware and software enabling customers to seamlessly get pro-audio from the studio on to their phone videos with no extra steps. Revenue and retention increased in all capture enabled studios.

Added £70k+/m revenue through Product Engagement Team initiative

Developed cross-functional team to address systemic technical and design debt across the funnel from inbound leads, product discovery, booking, pre-session prep and on-site experience management.

Increased business scalability and viability by 'productising ops'

Brought product design methodology to ops, analysed top performing sites and systems across the business and developed internal app that allowed on-site staff to leverage business intelligence in everyday tasks reducing time taken per task, increased customer NPS, reduced staff attrition and maintenance costs and subsequently increased revenue and scalability of pirate business model.

Friendrequest

Product Designer | Second Employee | May 2017 — Oct 2018

Transformed abstract vision of "fixing online loneliness" into concrete product that converted online interactions into meaningful in-person relationships.

- **Designed end-to-end app experience**
- **Developed multiple UI / UX innovations**
- **Scaled the app from 0–10k+ users**

Talent Rank (Previously Myriada Systems)

Co-Founder & Product Designer | Dec 2013 — Oct 2016

Led development of platform applying diversity prediction theory to financial talent assessment, creating a meritocratic path into top financial institutions.

- **Developed patented visual multi-touch input system to gather complex data simply**
- **Scaled from 2,500 - 80,000 users at Imperial College, Goldman Sachs & Financial Times**
- **Scaled and managed 10 employees**

ALUMNI

Kingston University (BA Hons) • Microsoft Ventures • Mass Challenge • Level 39

TECHNICAL PROFICIENCIES

Design & Development

- Hardware-Software Integration
- UX/UI Design & Product Strategy
- Design Systems Architecture
- Physical-Digital Experience Design
- Native Mobile & Responsive Web

Tools & Technologies

- Figma & Industry Standard Design Tools
- AI-augmented Design Workflows

- Frontend Development (HTML/CSS/JS)

- Prototyping & User Testing
- Data-driven Optimisation

Leadership & Methods

- Cross-functional Team Leadership
- Revenue-focused Product Strategy
- Operational Systems Enhancement
- Design Thinking Facilitation
- Scalable Product Architecture