

Naram Ziady

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Summary

I'm a multilingual Product Designer with a background in Computer Science who helps teams turn complex ideas into thoughtful, intuitive, and buildable digital products. I bring together user empathy, visual craft, systems thinking, and technical understanding to connect user needs, business goals, and engineering realities. I also bring a culturally aware perspective to designing for diverse users. From early research and product strategy to prototyping, design systems, and developer handoff, I help teams bring clarity to ambiguity and move ideas confidently from concept to launch.

Skills

- **Design & Architecture::** Figma, Adobe XD, Prototyping, Wireframing, User Journey Mapping, Interaction Design, Responsive Design, Design Systems, High-Fidelity Prototyping
- **Research & Strategy:** User Research, Competitive Analysis, Usability Testing, Journey Mapping, Problem Framing, Product Strategy, Design Thinking
- **AI & Emerging Technology::** AI-Assisted Product Design, Prompt Engineering, Generative Prototyping, LLM Workflow Design, AI-Powered Research Synthesis, Creative Direction for Generative Media, Human-AI Interaction Design, Rapid Concept Validation, ChatGPT, Claude, Codex

Certifications

- Google UX Design, Prompt Engineering

Work Experience

Freelance

Aug 2023 - Nov 2024

Product Designer

Pittsburgh, PA

- Brought a rare combination of product thinking, visual craft, user empathy, and Computer Science expertise; allowing me to challenge assumptions, anticipate implementation risks, and raise the quality of the final product.
- Designed scalable systems, reusable components, and high-fidelity prototypes that improved product consistency, accelerated decision making, and strengthened developer handoff.
- Partnered directly with founders, stakeholders, and engineers to align user needs, business priorities, and technical constraints, turning complex requirements into clear, buildable solutions.
- Founded **Naramu Designs** and grew it into a commercially viable independent design brand, generating 280 organic sales in its first year without paid marketing through distinctive creative direction, product design, and audience-led storytelling.

Global Study UK

May 2022 - Aug 2022

Product & UX Designer (Contract)

Remote

- Shifted from an operational role to design an internal SaaS dashboard using Figma and prototyping tools, consolidating university data, visa-sponsorship regulations, and institutional metrics into a single view that became the team's primary reference.
- Eliminated critical research bottlenecks, saving the core business team an average of 8 hours per week per user by replacing fragmented legacy processes with an intuitive, unified search query interface.

PropertyCard

Feb 2021 - Aug 2021

Product Designer

Remote

- Spearheaded product design for a complex property management platform as the foundational designer, using AI-assisted domain research to translate regional property regulations into an intuitive layout, which accelerated stakeholder approval of the design.
- Overhauled core user journeys to eliminate operational friction, increasing usability testing completion rates from 20% to 100% across a validation cohort of target users compared to the legacy platform architecture.
- Architected and scaled a Figma design system from scratch using Atomic Design principles and Material Design guidelines; engineered a library of 200+ responsive components that supported a corporate rebrand and ensured visual consistency across the product.
- Optimized cross-functional engineering handoffs by creating detailed Figma documentation and collaborating on front-end HTML/UI QA, which reduced rework and improved alignment between design and code.

Education

Notre Dame University of Louaize (NDU)

Bachelor of Science Degree, Computer Science (GPA: 3.35)

- **Achievements:** Dean's List (6 semesters), Track & Field Team (2nd Place in National 40km Marathon)

Languages

- English (Native)
- Arabic (Native)
- French (Intermediate)
- Japanese (Elementary)