

Zaid Hisham

Senior UX Product Designer

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SKILLS: UX product design, strategy, responsive web design, A/B test design, Figma, conversion rate optimization, Shopify, direct response copywriting, HTML prototyping

WORK EXPERIENCE

Revival Group | Marketing Lead | Jul 2026 – Present

Marketing infrastructure, lead generation, and content for an AI consulting firm

- Built a lead generation campaign including a book, a lead magnet primer, a homepage, and a 10-day LinkedIn series
- Leading marketing for Bloom Real Estate Group, including an eCommerce-style site redesign
- Built a Kanban content pipeline app for video topic approval

CAIR-SV/CC | Communications Director | Sep 2025 – Jun 2026

Built and led an AI-assisted communications, PR, and marketing infrastructure, and design systems for a nonprofit civil rights advocacy and legal aid organization

- Designed and built an AI-assisted communications team: 10 custom AI Skills functioning as specialized, voice-matched "AI staff members" for executive and outreach communications, press releases, donor pitches, campaign architecture, and social content
- Architected a 6-folder Canva template design system for 6 organizational focus areas, standardizing visual identity across flyers and social graphics
- Built and managed an Asana Kanban production workflow coordinating design and content delivery between internal clients and our external creative agency
- Led a 6-month resolution of an Instagram account security and recovery case with Meta

Infosys | Senior UX Product Designer | May 2019 – Nov 2023

Conducted UX discovery, design, and consulting for client companies

- **Leviton**
 - Led the conceptualization and design of the NextGen application, replacing five applications across multiple teams
 - Provided Figma UX concept templates to the Leviton technical team
 - Created detailed UI designs in Figma for developer documentation and client presentations
 - Provided design adjustments and solutions in Figma to the Leviton technical team as needed
 - Conducted discovery and requirements gathering sessions with stakeholders using personas, customer journey maps, and data models
- **Apple**
 - Designed features for the legal team's discovery management application
 - Conducted requirements gathering sessions with stakeholders
 - Collaborated with stakeholders to crystallize requirements into user stories
- **Hyundai**
 - Consulted on design improvement for SODAS, an NTSB compliance web application
 - Managed and updated site integration and user acceptance testing logs for SODAS
- **Fiserv**
 - Designed and prototyped bank transactions (wire transfer, cash back, and electronic funds) for DNA, a leading teller application
 - Presented to product teams and early adopter client groups
 - Designed workflows for creating, editing, and archiving document type definitions

eCommerce UX Consultant | Mar 2018 – May 2019

Consulted on strategy, conversion optimization, and responsive design for tentree, Class Rebel, Casca Footwear, Obakki, and Stil Classics

- Increased MoM conversion on product category pages for tentree by 80.95% by redesigning their Shopify templates
- Redesigned tentree's Shopify blog template, increasing blog traffic by 736% MoM
- Conducted email campaign for Sauvie Island Coffee Company, boosting MoM online sales by 100%

- Led the design of Casca Footwear's 2020 Black Friday launch

CDK Global | Senior UX Designer | Nov 2015 – Mar 2018

Led the redesign of enterprise applications for CDK's Accounting, Service, and Sales organizations, leading discovery, scoping, research, and UI design for car dealership applications

- Contributed to the redesign of Drive, CDK's flagship data management system
- Conducted on-site contextual inquiry, user interviews, and usability tests
- Conceptualized and visualized unified workflows for automotive service departments
- Designed proof-of-concept communications analytics and automotive service tools
- Iterated design to accommodate changing requirements and research findings
- Contributed to the development of UI design systems
- Organized collaboration sessions to draw on UX team collective knowledge
- Developed HTML/CSS prototypes for demos and usability testing

Microsoft | UX Designer (Contractor) | Feb 2015 – Jun 2015

Owned the redesign of security utilities for Microsoft Azure using design system components

- Contributed custom-designed icons to the design system
- Collaborated with product manager and designers on integration solutions
- Created prototypes as design documentation for developers

Expedia | UX Designer (Contractor) | Aug 2014 – Feb 2015

Designed A/B tests for the Hotels CRO initiative

- Designed A/B test variants to test hypotheses about customer behavior
- Participated in sprint planning, daily stand-ups, and retrospectives
- Presented design to colleagues, development managers, and product managers
- Spot-checked colleagues' design work for visual design and content consistency
- Delivered mobile-up responsive deliverables to developers
- Ensured that designs were on brand, responsive, accessible, and performant

Xbox One | UX Designer (Contractor) | Apr 2014 – Jun 2014

Owned feature parity for the Xbox One and Xbox 360 online stores and designed new features

- Created a wayfinding treatment system for the Xbox One storefront
- Consolidated storefront navigation into one consistent system across all store pages
- Created new design patterns for product pages to help users get to content faster
- Designed recommendation patterns for various content types
- Gathered requirements and constraints from developers, content strategists, and product managers

Intel | Visual Designer | Jun 2013 – Jan 2014

Responsible for UI styling, documentation, and prototypes for internal sales and marketing tools

- Designed UI assets and style guides for developers
- Worked with developers on implementation and QA
- Created Axure click-through prototypes of mobile applications
- Conducted user research (contextual inquiry) for mobile applications
- Reviewed daily builds by offshore developers and provided feedback for improvements

Revelation Global | UX Designer | Jul 2012 – Apr 2013

Owned the redesign of Revelation Next, a market research suite of web, iPhone, and Android apps

- Managed and conducted user research
- Consulted with product owner, developers, and customer service to collect requirements
- Provided developers with wireframes, user flows, and visual design specs
- Conducted in-house user testing
- Reviewed builds with in-house and offshore developers for adherence to guidelines

EDUCATION

- BA in Psychology, UC Riverside
- Nielsen Norman Group, UX Certification (UXC)

- Certificate, Interactive Multimedia, Cal State Fullerton
- UX Intensive, Adaptive Path
- Visual Design, Cooper Professional Education
- Hubspot, Semrush, and Google certifications: Marketing, Conversion Optimization, Analytics, and SEO
- Business strategy and design coursework, University of Virginia and Pacific Northwest College of Art
- Expedia in-office workshops in web accessibility, responsive design, and front-end development
- Leaders Training Program, Landmark Worldwide

ADDITIONAL

Interests: Martial arts, cyberpunk, wellness, performance coaching, creative writing

Volunteer work: Marketing consultant, Transformational Travel Council; Group leader, Landmark Worldwide; Volunteer, Startup Weekend Portland