

TAYSER ABDURASID

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SUMMARY

Senior Product Designer with 15+ years of experience designing scalable digital platforms across SaaS, AI, and data-driven products. Known for translating complex systems into clear, accessible interfaces while building robust design systems and developer-friendly workflows.

Recently focused on AI-assisted product development and rapid prototyping, combining design, low-code tools, and emerging AI coding workflows to accelerate experimentation and delivery.

Experienced collaborating with engineering, leadership, and cross-functional teams to ship impactful products in fast-moving environments.

SKILLS+TOOLS

Design: UI/UX Design, Product Design, Design Systems, Prototyping, UX Writing, Data Visualisation, Interaction Design, Information Architecture

Tools: Figma, Framer, Webflow, Adobe CC, Maze, Hotjar, Notion, Miro

Dev: HTML/CSS, Component Libraries, Low-Code Development, AI Assisted Prototyping

Methods: User Research, Usability Testing, Heuristic Evaluation, Accessibility Audits, Agile Production Development, Lean UX, Design Thinking, Double Diamond Framework

AI Workflow: AI-assisted coding (Cursor, AI code copilots), Rapid prototyping with generative tools, Design-to-code workflows

XP POINTS

Product Design Consultant — FLOX (UK)

(04/2025—PRESENT)

Designed data-heavy interfaces for an AI-powered poultry analytics platform used by farm operators and integrators to monitor flock health and production performance.

- Led UX exploration for decision-driven dashboards translating complex sensor and AI-generated data into clear operational insights
- Designed modules for weight monitoring, environmental analytics, camera intelligence, and alert systems
- Developed product concepts for AI-driven growth prediction and anomaly detection
- Built high-fidelity prototypes and systemized UI components for engineering handoff
- Collaborated closely with leadership and engineering teams to align UX with product strategy

XP POINTS

Product Designer — Miami MoCAAD

(01/2025—02/2026)

Led design and UX improvements for the Miami Museum of Contemporary African Diasporan Arts digital platform, improving discoverability and long-term content scalability.

- Redesigned website architecture to support a growing digital archive of artists, exhibitions, and artworks
- Improved SEO structure and metadata, significantly increasing discoverability of artist pages
- Optimized CMS structure and workflows for scalable content publishing
- Implemented UI improvements and performance optimizations across the public website
- Collaborated with leadership and partners to support the museum's digital expansion initiatives

Senior UI/UX Designer — INCYT (AU)

(01/2023—05/2025)

Led product design initiatives for INCYT's agricultural analytics platform, helping standardize the product experience across multiple teams while improving design-to-development workflows.

- Created and maintained INCYT's first full design system, reducing developer handoff time by 50% and standardizing UI across three product teams
- Led design of core product features informed by continuous user feedback and stakeholder collaboration
- Conducted usability testing and heuristic audits that informed product roadmap decisions and reduced support tickets
- Mentored junior designers, improving collaboration workflows and delivery timelines by 20%
- Integrated WCAG accessibility standards across components to improve product usability and compliance

Senior Visual Designer (Product/UX) — SG Interactive (APAC)

(01/2021—01/2023)

Designed and delivered digital products and marketing microapps across regional markets, supporting fast-paced releases while maintaining brand and UX consistency.

- Designed high-performing microapps and landing pages within aggressive release cycles across multiple APAC markets
- Maintained brand consistency while shipping UI components under tight timelines
- Collaborated with development and content teams across multiple time zones to ensure smooth product delivery

Creative Design Lead — Savii (PH)

(01/2020—01/2021)

Led the creative direction for Savii's marketing and product initiatives, establishing scalable brand visuals while managing internal design production.

- Directed B2B and B2C creative campaigns while establishing scalable visual guidelines
- Managed the internal design team and improved workflow processes to reduce revision loops
- Delivered cross-platform assets for social, web, and app experiences

XP POINTS

Remote Designer — Aventus Direct Marketing (US) (02/2016—10/2019)

Worked remotely with U.S.-based teams to design conversion-focused digital marketing assets for SaaS and healthcare clients.

- Delivered landing pages, digital ads, and social media assets in a fast-paced remote environment
- Balanced conversion-focused design with brand voice while meeting tight delivery timelines

Graphic Designer (Product/UX) — Palace Gifts (QA) (03/2011—08/2015)

Produced brand, packaging, and product materials for major regional clients while supporting multilingual marketing and product launches.

- Designed brand and packaging assets for clients including Qatargas, Qatar Airways, and Ooredoo
- Executed multilingual layouts with careful attention to regional cultural nuances and logistics

Layout Artist — Seed Interactive (PH) (10/2008—03/2010)

Supported creative production for print and digital campaigns under senior creative direction.

- Produced print and digital materials for academic and municipal campaigns

Freelance Consultant — Various Clients (2016—Present)

Clients: Aurawave, Studio Friday, Pixel True, Oddit, Grow-QA, Revision Advertising, Flourish & Thrive Academy, Infosry, Eternal Eyes Design, Green Marketing, Dig Designs, Stages Sessions, etc.

- Delivered full-cycle UX/UI design for startups across SaaS, fintech, AI, and eCommerce
- Built scalable design systems and component libraries to improve developer handoff
- Designed and launched low-code websites and marketing platforms using Webflow and Framer
- Applied AI-assisted development workflows to accelerate prototyping, experimentation, and product iteration
- Collaborated closely with founders and product teams to translate business goals into usable digital products

EDUCATION+CERTIFICATIONS

Adobe XD Essential Training

Daniel Scott | 2019

Design Thinking

Treehouse | 2019

Advanced Strategy Bundle

The Futur | 2020

Business Bootcamp w/ Chris Do

The Futur | 2020

The Webflow Masterclass

The Flux Academy | 2021

Design System in Figma

Design Code | 2021

Figmaster Design System

Figmaster | 2021