

Ayesha Syed

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Summary

Product Designer | B2B, B2C, SaaS, consumer apps, enterprise apps, web and mobile (ios + android)

Multidisciplinary Product Designer with engineering background, specializing in UX strategy, data-driven storytelling, and AI-integrated design. Experienced in turning ambiguity into clarity through user research, prototyping, and cross-functional collaboration with PMs and engineers.

EXPERIENCE

Valuelink Software (by Spursol)

Houston, TX

Product Designer II

Jul 2025 – Present

- Achieved **>45% weekly active usage across 200+ AMCs and lenders within 2 months by leading** the design of Cogent's **AI-driven Performance Analytics dashboards**.
- **Contributed** to a **30% increase in company revenue** by launching **data visualization features** that improved client retention and engagement.
- **Drove a 35% improvement in order completion** by **launching AI Insights & Recommendations**, creating personalized, role-based alerts that empowered users to proactively reduce delays.
- **Decreased user dependency on Customer Success by 45%** by **designing a conversational AI agent** that provides real-time order insights, reducing repetitive communication.

Product Designer I

Dec 2023 – Jul 2025

- **Increased operational efficiency by 25%** by re-designing the extensive order workboard by analyzing user analytics, improving information architecture, and improving the accessibility of key actions.
- **Reduced design-to-development time by 35%** by creating and maintaining a reusable **design system**.

Software Engineer

Aug 2023 – Dec 2023

- Built and maintained frontend using **JavaScript** and **CSS/HTML** and backend using **C#** and **SQL** for an appraiser rating system that was adopted by our clients.
- Collaborated with **product, design, and QA teams** to quickly resolve client-reported issues and improve usability based on live feedback.
- Delivered backend and UI enhancements that **improved client efficiency and data visibility**, reinforcing user-centered development practices.

10Pearls

Pakistan

Software Engineer Intern

Jun 2023 – Sept 2023

- Skills: Python, Django, SQL, RESTful APIs, Javascript, CSS and HTML
- Created a recruitment website with an admin and a candidate portal. The admin can search for candidates, schedule and conduct interviews. Candidates can complete interviews and view their application status.

Assembly F.

Pakistan

Product Management Fellow

Jun 2021 – Sept 2021

- Skills: Product Strategy and Roadmapping, Requirements Gathering and User Stories, GTM
- Received mentorship from and worked with Product Managers from Silicon Valley. Presented research to and completed assignments.

Diya Interactive

Pakistan

Software Engineer Intern

Jul 2020 – Aug 2020

- Skills: Django, Python, MySQL, JavaScript, HTML, CSS

- Developed a meeting scheduler application for health professionals and patients.
- Gained hands-on experience in both backend and frontend development.

ROVE Apps

Pakistan

Software Engineer

Aug 2020 – Dec 2020

- Skills: Adobe XD, JavaScript, HTML, CSS, Bootstrap, WordPress
- Built an e-commerce website on WordPress for an Australian client.
- Build responsive site for a book rental startup using JavaScript, HTML, CSS, and Bootstrap after designing the UI in Adobe XD

EDUCATION

Habib University

Class of 2023

- Bachelor's in Computer Science

Awards

Habib University

- Best Capstone Project: "Mai: A Transformer Based Domain Specific AI Chatbot"
- Best Oral Presentation In Dhanani School of Science and Engineering
- Merit Scholarship