

# Syed Lagoon

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## PROFILE

Highly experienced UX designer, researcher and strategist with 9+ years of experience in complex website, mobile and application design. Recognised for exceptional design leadership abilities, with specialisation in qualitative research, product strategy and team management. Rich experience in providing mentorship and guidance for design teams, leading cross-functional projects and driving strategic design decisions while committed to delivering outstanding user experiences

## EXPERIENCE

PRINCIPAL UX DESIGNER, WONGDOODY; LONDON — 2022–PRESENT

- Directly managed a team of UX designers, providing mentorship and guidance on projects and career development
- Led, coordinated and contributed to pitches and RFP responses, ensuring the alignment of design strategies with client needs
- Led multi-disciplinary projects, collaborating with cross-functional teams to deliver comprehensive solutions
- Redesigned Agora NEOM's HR website, improving the user experience and enhancing employee engagement
- Led and contributed to the successful execution of internal projects, such as research initiatives, the launch of an internship program, and the optimisation of onboarding processes
- Other clients: NatWest, Syngenta, CanadaLife, AON, Maersk, Royal Reesink

SENIOR UX DESIGNER, BIG SPACESHIP; NYC — 2020–2021

- Spearheaded the exploration and architecture of a new airline loyalty program for JetBlue, enhancing customer engagement and loyalty.
- Successfully led the redesign and update of Corcoran, a realty website, to facilitate internationalisation and expansion efforts

SENIOR UX CONSULTANT, SELF-EMPLOYED; NYC — 2020

- Designed a comprehensive research plan for Fix Studio client, Union, during the discovery phase
- Planning of surveys and beta testing for a new startup, Social Bartering Systems

USER RESEARCHER, CODE & THEORY; NYC — 2018–2020

- Led foundational audience research and concept testing for HBO's Game of Thrones, shaping the user experience of their website
- Conducted in-depth discovery research (market research competitive analysis, user interviews, surveys) and optimised the information architecture for Invesco, an investment management company
- Contributed to service blueprints, conducted user research, and concept testing for Pfizer's clinical trial program, contributing to its success
- Developed and tested website concepts for Samsung, enhancing the user experience of their online presence

- Collaborated with many clients, including NYCEDC, PGIM, CBRE, CollegeBoard, Prudential, on various user research and design projects

#### UX DESIGNER, BIG SPACESHIP; NYC — 2017—2018

- Contributed to the creation of JetBlue's design system, revitalising their core website for an enhanced user experience, through interface design and user research (tree testing, card sorting, interviews, usability testing)
- Spearheaded the UX discovery and redesign efforts for JetBlue's TrueBlue loyalty program, resulting in a user-friendly and engaging platform
- Collaborated with many clients, including Corcoran, Starbucks, Bloomberg, and Purina, on a range of design and user experience projects

#### UX STRATEGIST, TRIBAL WORLDWIDE; NYC — 2015—2016

- Spearheaded the development of experience strategy, conducted extensive user research (interviews, card sorting, usability testing), and executed a successful redesign of Advil's website
- Directed research and UI design for the comprehensive redesign of Centrum's website, improving user engagement and satisfaction
- Collaborated with many clients, including Robitussin, IAMS, Royal Canin, Smartwool, Green School Alliance, and GWU University, delivering impactful design and research

#### IA INTERN, AGILITYIO; NYC — 2014

- Supported UX team project endeavours by actively contributing to the development of wireframes, user flows, and prototypes

## EDUCATION

UX Design, General Assembly, NYC — Certificate, 2014

Political Science & Economics, Baruch College CUNY, NYC — B.A., 2012

## SKILLS

Design Leadership, Strategic Thinking, Mentorship and Coaching, Cross-Functional Collaboration, Project Management, UX Research, Information Architecture, Service Blueprinting, Concept Testing, Journey Mapping, Empathy Maps, Mental Models, Persona Development, Workshop Facilitation, Pitching and RFP Responses, Design System Development, User-Centred Design, Prototyping, Usability Testing