

ABDUS SALAM

Product Designer with 10+ years of experience in user-centered design, currently at Meta, supporting payments, financial services, and Web3 products across the family of apps (Facebook, Messenger, Instagram etc.). Passionate about building products with a results driven and process centric approach using data based design strategies.



EXPERIENCE

META

San Francisco, CA

Product Designer, Apr 2020 - Present

- Led the end-to-end product design and strategy for 'Ad Strategies', a 0>1 product aimed at helping SMBs make the most out of their advertising spend using automation and a simplified workflow, leading to a ship milestone of a beta and scaled test, and later expanding to 100k advertisers, with strong (67%+ win rates) and generating \$XX million in revenue.
- Interviewed 57+ candidates for design roles at Meta, trained 300+ new hires on DEI in design topics as part of design bootcamp sessions, and provided 1:1 mentorship to external designers through an internal program called 'Bridge Builders'.

CBS INTERACTIVE

San Francisco, CA & London

Senior Product Designer, Apr 2016 - Apr 2020

- Led iterative product design for TV Guide's iOS and Android app: #1 source for what to watch and where to watch, resulting in a successful launch with 37% increase in video views and generating new brand partnerships and ad placements. Awarded "App of the Day" by Apple, and currently boasting 10MM+ MAUs (as of Jan. 2021).
- Led Design Systems efforts for 7 consumer-facing media brands (CNET, TV Guide, Gamespot, to name a few), with a monthly global audience of 225M+, including planning and execution; coaching team members on accessibility, semantic integrity of colors and type scale etc.

AMPLIFIER STRATEGIES

San Francisco, CA

UI/UX Designer, Oct 2015 - Apr 2016

- Designed and successfully ran a pilot for a large scale participant and staff performance tracking software (web, Android) with Brac, one of the world's largest non-profits to replace outdated paper processes – aimed at poverty alleviation programs in developing countries.
- Worked with a global team for localization considerations in the app (language, low data etc.) and supported it through rollout in Bangladesh, Africa, the Middle East, and SE Asia.

CAREMERGE

Chicago & Lahore

Lead UI/UX Designer, Jun 2015 - Oct 2015

- Shipped a family engagement app with native designs for iOS & Android, aimed at increasing family participation with the daily activities of their senior loved ones through timely updates.
- A latest app user survey produced positive results indicating a significant 70% increase in family communication.

INFORMATION TECHNOLOGY UNIVERSITY

Lahore

Senior UI/UX Designer, Jan 2014 - Jun 2015

- Led the end-to-end design and delivery for the online identity of the university including content strategy, responsive website, brand elements and marketing collateral from the ground up.
- Served as a Design Consultant for designing human-centric interfaces at the nascent university, focusing on conceptualizing and designing solutions and case studies to real-world problems faced in the developing countries.

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www.abdussalam.pk

San Francisco, CA

SPEAKING

UX Crunch, London

UX Summit, Pakistan

IxDA Fireside Chat

PWIC, Seattle

Swansea University, Wales

Information Technology

University, Lahore

SKILLS

Product Strategy

Design Thinking

UI / Visual Design

Interactive Prototyping

Journey Mapping

Persona Development

User Interviews

Information Architecture

Sketching

Wireframing

TOOLS

Figma

Sketch

Principle for Mac

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe InDesign

ABDUS SALAM

Product Designer

LEADERSHIP

ONLINE & IN-PERSON

Ongoing

- Instructor (part-time) at UC Berkeley Extension for the UX/UI program.
- Hold pro-bono 1:1 sessions with designers to help and educate on design process and execution.
- Mentor at 'Bridge Builders', a 12 week UX training program by Meta.
- Led DEI in design trainings for 300+ new hires at Meta.
- Interviewed 57+ candidates for design teams at Meta.
- Built UX Worksheets (www.uxworksheets.com) to help designers guide in their workflow.
- Mentored 4 university students (UW) as part of Meta Design Office hours.

EDUCATION

NATIONAL UNIVERSITY OF COMPUTER & EMERGING SCIENCES

Lahore

2006 - 2011

Bachelors of Science, Telecommunication Engineering.

CERTIFICATIONS

UNIVERSITY OF CALIFORNIA

San Diego

2014

Human Computer Interaction

89.6% with distinction.

ONLINE

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