

Niaz Zia

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As a Lead Product Designer with a focus on AI products in recent years, I have successfully managed end-to-end product development processes, led cross-functional teams, and collaborated closely with clients to deliver innovative design solutions. My expertise spans both B2B and B2C markets, providing me with a deep understanding of user-centered design principles, information architecture, and usability best practices. I am skilled in conducting thorough user research, creating wireframes and prototypes, and ensuring seamless integration of design elements to enhance the user experience, particularly in AI-driven applications.

EXPERIENCE

Lead Product Designer

Octopyd | Apr 2024 – Present

Leading the redesign of B2B and B2C products at a startup by integrating AI-driven insights for personalization, defining design strategy, conducting user research, and leveraging AI analytics to enhance user experiences and align with business goals.

Senior Digital Storytelling Designer

Dolby Laboratories | Sep 2024 – Feb 2025

Combining product design expertise with AI-driven storytelling to develop strategic content frameworks, design interactive experiences, and enhance user engagement through innovative AI tools.

Senior Product Designer

Ludwig Computing | Jan 2024 – Apr 2024

Led end-to-end product development for startups, integrating AI-based features to enhance usability, scalability, and innovative design systems for AI-enhanced product storytelling.

Senior Product Designer

Dell | Mar 2017 – Apr 2023

Managed the product lifecycle and design systems, introducing AI-powered tools to streamline workflows, enhance functionality, and collaborating with developers to integrate AI-driven features for predictive user behavior modeling and personalized experiences.

Senior UX/UI Designer

Intuit | Dec 2016 - Mar 2017

Led a full redesign of the responsive email template system, enhancing hero image functionality and ensuring seamless integration with existing technologies in collaboration with marketing and cross-functional QuickBooks team.

Visual & UI Designer

Sapient Razorfish | Jun 2015 – Nov 2016

Facilitated cross-department collaboration, gathered requirements, conducted research, and designed tailored solutions for Honda, USANA, Intel, and Disney while ensuring alignment with project objectives and brand guidelines.

Designer

Eleven, Inc | Apr 2015 – Jun 2015c

Developed cohesive branding solutions across traditional and digital campaigns, combining UX/UI and print design to create visually compelling, brand-aligned experiences.

EDUCATION

Master of Fine Arts in Advertising (Digital Art) | Academy of Art University

Master's Degree in Illustration | Azad University

Bachelor of Fine Arts (BFA) in Graphic Design | Azad University