

masumah zahra

Lead Product Designer

masumahzahra.com

masumahzsyed@gmail.com

www.linkedin.com/in/masumahzahra

experience

Pilotly | Lead Product Designer

Lead Product Designer • Apr. 2026 - Present

Product Designer • Nov. 2024 - Apr. 2026

UX Designer • May 2022 - Nov. 2024

Redesigned Pilotly's full B2B SaaS dashboard as **sole designer**, restructuring several products in the Pilotly ecosystem for market researchers to run studies for client teams at Amazon, Netflix, and Disney:

- Managed redesign for client-facing analytic tool, driving **+76% page views**, **+105% users**, and **29% faster time-on-page growth** vs legacy product.
- Built an AI-native design-to-engineering pipeline, **compressing the design phase by ~50%** and **shipping 10+ PRs** in 1 quarter, **freeing engineer bandwidth** from visual polish.
- Shipped a survey authoring tool, releasing **5+ new user-requested features**: resulting in **42% increase in user confidence** and **71.4% of users rating a 3/4 or higher** on performance.
- Established **first design system** in partnership with engineering, **defining components, governance rules, and contribution guidelines**.
- Designed Pilotly's first consumer-facing respondent experience for **CTV and mobile, extending reach** of every fielded study beyond desktop.
- Redesigned pilotly.com **directly with CEO**, defining **brand guidelines, value propositions, and public positioning**; owned product marketing surfaces.

Tech4Good | Product Design Lead

Product Design Lead • Sept. 2021 - Mar. 2022

Product Design Fellow • Jun. 2021 - Mar. 2022

Product Designer • Jan. 2021 - Jun. 2021

Co-led a UX design and research team exploring solutions for building successful university-community partnerships, Led team through data-driven design process via SWOT analyses, empathy mapping, storyboarding. Conducted quant. and qual. UXR.

UCSC CTD | Design & Branding Co-Lead

Apr. 2020 - Jan. 2022

Mentored ~10 designers in visual design for personal projects, guided UCSC orgs in creating visual design solutions, driving sign ups to increase by 296.8%, customized brand identity and design system for social media marketing strategies.

education

University Of California, Santa Cruz

B.A. In Fine Arts

skills

Design

Product design (B2B SaaS), design systems, 0→1 design, user research, interactive prototyping, cross-platform design, AI-native design

Tools

Figma, Figma MCP, Claude Code, Claude Design, GitHub, Storybook, HTML/CSS, design tokens

leadership

Co-Lead | PAC @ UCSC

Feb. 2020 - Feb. 2021

Interviewed Dr. Angela Davis, addressing power of youth activism to 300+ person audience globally. Organized and coordinated the Practical Activism Conference, aiming for local and global change around social justice issues. Managed and mentored a team of 18 student planners to build 11 interactive workshops that empower attendees to integrate activism daily. Remodeled class infrastructure over a period of 3 quarters, implementing new methods of organization that streamlined planning.