

IMAN SYED

Mississauga, ON ◇ imanssyed@gmail.com ◇ (647)-703-0378

UX/UI designer with a strong foundation in interaction design, AI-assisted design workflows, and user-centered product experiences. Proficient in Figma, Lovable, and Claude AI, with experience creating wireframes, high-fidelity mockups, and interactive prototypes for web and mobile applications. Skilled in usability testing and accessibility design, with a focus on consistent user experiences through cross-functional collaboration and iteration.

TECHNICAL SKILLS

- **Design:** Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Axure, Sketch, ProtoPie
- **AI/Generative Tools:** Claude AI, Lovable, Figma Make, AI-assisted ideation and prototyping
- **Programming:** Android Studio, Java, Javascript, HTML, CSS, Python, C, R

EDUCATION

B.A. (Spec. Hons.), Digital Media (Digital Media Development) Toronto, ON
York University Sept 2022 - Jun 2026

RESEARCH & PROJECTS

Vita+ Application: Mobile User Interfaces Sept 2025 - Dec 2025
York University, Toronto, ON

- Improved usability and simplified complex user flows by analyzing competitor applications, leveraging AI-assisted brainstorming to identify navigation pain points, and enhancing accessibility and overall user experience.
- Designed and prototyped **5 core screens and 5 interactive UI components** using Figma, Claude AI, and Android Studio, enabling users to track activities and visualize weekly data through intuitive, user-centered interfaces.
- Conducted usability testing and user research with **8 participants**, generating **10+ data-driven design iterations** that improved engagement, task success, and alignment with user needs.

Inventory Size Effects on Decision-Making in Digital Catalogues May 2025 - Aug 2025
York University, Toronto, ON Unpublished Paper

- Investigated the impact of online catalogue size on user decision-making efficiency by designing task-based experiments with a research team, generating actionable insights into how inventory scale affects user performance.
- **Conducted 432 task-based trials with 72 participants** via Zoom to measure user performance across varying online catalogue sizes, enabling the collection of time, click, and navigation data for user behaviour analysis.
- Applied Friedman and Kruskal-Wallis tests to identify performance trends, revealing that larger inventories **increased decision time by 84-130%**, informing design recommendations to reduce decision fatigue.

Rent-Able Application: User Interfaces Jan 2025 - Apr 2025
York University, Toronto, ON

- Designed a low-fidelity prototype through Figma and Figma Make, **creating 5 screens** to streamline landlord-tenant communication workflows and improve usability through user-centered design and accessibility standards.
- Conducted usability testing with **5 participants across 3 task-based scenarios**, identifying key friction points and using AI-supported note synthesis to discover opportunities for improving interaction design.
- Iteratively improved 5+ UI and interaction flows by simplifying layouts, enhancing visual cues, and increasing responsiveness, leading to measurable improvements in task completion rates and user satisfaction.

EXPERIENCE

Graphic Design & Multimedia Assistant Sept 2024 - Apr 2026
York University, Toronto, ON

- Translated stakeholder requirements into design solutions by gathering specifications, using AI-assisted brainstorming where helpful, and clearly defining design rationale to improve brand alignment across internal teams.
- Designed **10-15 multi-platform promotional assets monthly**, including LCD displays, posters, and social media graphics, ensuring consistent branding, clear information hierarchy, and improved audience engagement.
- Addressed missing or outdated graphics by quickly producing accurate replacements with over **90%+ consistency** in visuals, ensuring strong alignment with brand standards and seamless transition between original and replacement.