Sayena Majlesein

Senior Design Lead

Experience

Senior Design Lead | Microsoft
February 2021 - Present

- Transformed Nonprofit Hub's registration flow by leading design efforts, conducting a heuristic evaluation and user testing sessions; resulting in an increase in registration completion rate from 43% to 76% and a reduction in registration completion time from 18.2 minutes to 8 minutes.
- Delivered end-to-end design solutions for Legal Ease Outlook and Teams experience, facilitating the seamless onboarding of 200 employees during the first quarter post-launch.
- Led the design efforts for Docufy, an innovative AI solution for managing and creating legal templates. Created an impactful product demo video and pitching deck that gained the attention and praise of Microsoft Senior Leadership Team (SLT); resulting in the project's prioritization and allocation of additional resources for its successful advancement.
- Defined the team priorities and KRs while coaching and managing a team of three designers and two vendors to ensure successful project execution, all contributing to both team and vendor growth.

Lead Product Designer | Passbook by Remitly
September 2019 - February 2021
Time Magazine's 100 Best Inventions of 2020

- Achieved a 67% activation rate within the first two months of launching Passbook by leading the interaction, visual, motion, and information architecture design.
- Established a 5-day data-driven design process by building Passbook (PB) research strategy, PB research pool, PB design system manager, and PB product analytics tool via Mixpanel.
- Designed and shipped up to 4 high-quality features per week by organizing ideation workshops, rapid prototyping, design research, and building parts of the UI components in React Native.
- Increased customer satisfaction by 12% through integrating the Lottie animation library and designing animations and micro-interactions via After Effects.
- Established an effective design operation by working directly with the engineers, PMs, and business partners while reporting directly to the VP.

Senior Product Designer | CBT Nuggets
May 2018 - September 2018

- Optimized the process of managing and monitoring learners' progress for CBT Nuggets (B2B) by 40% by leading the information architecture design, visual/interaction design.
- Finalized the project a month sooner than expected by rapidly developing high-fi mockups and prototypes and managing the design research.

Lead UX Engineer | Twenty Ideas
February 2018 - May 2018

- Leveraged AI to design LearningWrite, a smart tool that can evaluate and grade Spanish writing assessments with better statistical significance than human graders, while managing its pilot study in four schools, conducting user research, and prototype testing.
- Worked directly with clients, designed the end-to-end user flows, and built front-end pattern libraries in React and TypeScript that resulted in rapid design and project development.

Product Designer | DreamDrawing Studio
January 2015 - January 2017

- Designed and built design systems by creating functional prototypes for user testing that resulted in launching the Beta version of the strategic and educational games without any usability issues.
- Received a 90% user love for the visuals by conducting a workshop to design interfaces, visuals, illustrations and animations with players collaboratively.

UX Researcher |
Shahid Beheshti Cyberspace Research Institute
September 2015 - September 2016

- Worked with two graduate students and contributed to the design of an automated usability testing platform in Matlab to evaluate the accessibility of Farsi websites for the elderly.

Education

Master's in Human-Computer Interaction and Design
September 2018 - September 2019
University of Washington

B.S. in Computer Science
September 2013 - July 2017
Shahid Beheshti University

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Skills

Design

Sketch • Figma • Principle • Adobe Illustrator • Adobe AfterEffects • Omnigraffle • Collaborative Ideation • Participatory Design • Wireframing • Flow Diagramming • Data Visualization • Rapid Prototyping • Storyboarding • Spec Work • Information Architecture • Product Strategy • Motion Design • Interaction Design • Visual Design • VUI

Qualitative Research

Focus Groups • Design Evaluation • Ethnographic Research • Task Analysis • Contextual Inquiry • Semi-structured Interview • Affinity Diagramming • Heuristic Evaluation • Diary Study

Quantitative Research

Surveys • Data Analysis • Experiment Design • A/B Testing • Mixpanel

Programming

HTML5 • CSS3 • JavaScript • TypeScript • React • Java • React Native

Awards

Time Magazine's 100 Best Inventions of 2020 for Passbook by Remitly
November 2020

Hack For a Cause for Twenty Ideas
April 2018

Activities

Community Engagement Director at IxDA Seattle
November 2021 - Present

Design Mentor at Amazing Design People List
March 2020 - November 2021

Design Mentor at Women of MENA in Technology
October 2020 - September 2021