GULAY SYEDA

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in/gulay-syeda/ | www.gulaysyeda.com (Portfolio)

Education

Master of Design   **Sept '22 – Jun '24**
OCAD University: Focus: Inclusive Design, UX Research, Accessibility

B.A. in Communication & Design   **Sept '15 – Jun '19**
Habib University

Professional Experience

Graphic Artist   **Dec '24 – Present**
Atlantic Packaging

- Collaborate with cross-functional teams to produce print-ready and digital artwork, resolving technical design issues, and improving production efficiency.
- Conduct pre-flight checks, create mockups, and coordinate with internal teams to ensure accurate and timely design approvals.

Graphic Designer   **Aug '23 – Feb '25**
Fully Promoted

- Designed branded promotional materials and created print-ready vector artwork using Adobe Suite.
- Ensured alignment with client goals through mockups and stakeholder collaboration.

Design Intern   **Jan '23 - Apr '23**
Intact Insurance (Design Lab)

- Led accessibility benchmarking research across Apple, Google, Microsoft, and IBM to improve Intact's internal design system.
- Co-created accessible design guidelines and testing tools used by multidisciplinary teams (developers, designers, PMs).
- Facilitated co-design workshops with 80+ participants; created journey maps to uncover and address usability challenges.

Freelance UX/UI Designer   **Aug '21 - Dec '21**
Habib University

- Redesigned the admissions portal using user-centered design, improving engagement by 14%.
- Streamlined user flows and enhanced information architecture for improved usability and navigation.
- Delivered wireframes and prototypes in Figma, supporting iterative design and stakeholder communication.

Product Designer   **Nov '19 - Jul '21**
Habib Bank Limited (HBL)

- Developed app features (Cashback, Top-Up) for mobile banking by collaborating with product and development teams
- Conducted user research, interpreted data, and designed flows that enhanced onboarding and reduced user friction.
- Delivered high-fidelity mockups, visual assets, and design documentation for development handoffs.

Skills

UX & UI Design: User Flows · Wireframing · Prototyping · Information Architecture · Design Systems · Accessibility (WCAG) · Journey Mapping
Tools: Figma · Miro · Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects)
Collaboration: Cross-Functional Teamwork · Agile Methods · Stakeholder Communication · User Advocacy · Research Facilitation