

## Maseena Ghias

Senior UX / Product Designer (Senior Associate)

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### SUMMARY

Senior UX / Product Designer with 7+ years of experience designing user-centric, accessible, and data-driven digital products within enterprise and technology-driven environments. Skilled in translating complex business and client needs into scalable solutions through research, usability testing, creative problem-solving, and cross-functional collaboration.

### CORE SKILLS

User Experience Design, Product Design, Design Thinking, Accessibility (WCAG), Agile Delivery, User Research, Usability Testing, Design Systems, Data-Informed Design, AI-Assisted Products, Cross-Functional Collaboration, Stakeholder Communication, Mentorship

### EXPERIENCE

#### Senior UX Designer (Full-Time) — J.P. Morgan Chase | Nov 2022 – Present

- Led end-to-end UX for analytics-heavy internal platforms supporting enterprise operations & risk teams.
- Translate ambiguous requirements into intuitive workflows through research, usability testing, and creative problem-solving.
- Design and scale reusable design systems aligned with WCAG accessibility standards.
- Collaborate with product managers and engineers to address user and stakeholder needs and deliver seamless end-to-end experiences.
- Analyze user feedback and behavioral data to inform design improvements and recommendations.
- Mentor junior designers and reinforce professional UX standards.

#### UI/UX Designer (Full-Time) — TransPerfect | Aug 2021 – Oct 2022

- Designed responsive web and mobile experiences for global enterprise clients.
- Delivered UX artifacts including user flows, wireframes, prototypes, and UI.
- Produced 150+ interactive wireframes contributing to a 35% increase in user engagement.

#### UI/UX Designer (Contract) — Newborn Partners Inc. (Client: Amazon) | Jan 2019 – Aug 2021

- Designed end-to-end UX for internal and customer-facing e-commerce in a technology-driven environment.
- Created user flows, wireframes, and high-fidelity prototypes to improve usability and efficiency.
- Contributed to scalable design systems and accessibility standards.

### EDUCATION

Walden University — Master of Science, Clinical Psychology

University of Illinois Chicago — Bachelor of Arts, Psychology

California Institute of the Arts — Certificate, UX / Product Design

### TOOLS

Figma, Adobe Creative Suite, Sketch, Jira, Confluence