

Nasif Addnan

813 834 7628 | nasifaddnan@gmail.com | linkedin.com/in/nasifaddnan

Portfolio: nasifaddnan.com

Senior Product Designer

Innovative Senior UX Leader with 8+ years of experience in both B2B and B2C SaaS products, driving product vision, simplifying complex data interactions, and delivering end-to-end design solutions in large-scale, cross-functional projects. Expertise in systems thinking and balancing user needs with business goals to create impactful products. Proven history in advocating innovation, mentoring and training teams, and aligning stakeholders on design strategy. Deliver solutions focused on data-driven design decisions, using cognitive science research to reduce mental workload and enhance usability.

Areas of Expertise

Interaction Design | Design Systems | Stakeholder Alignment | Technology Constraint | Data Driven Design | Wireframing | Prototyping | User Stories | Information Architecture | Task Analysis | User Research | Usability Testing | iOS Human Interface Guidelines | Material Design | Accessibility | WCAG

Technical Skills

Design Software: Figma, Axure, InvisionApp, Photoshop, Illustrator, InDesign, Firefly, Adobe XD

Other Technology: Zeroheight, ChatGPT, CoPilot, Claude AI, Jira, Slack, MS Teams, Office 365

Work Experience

General Motors, Remote, USA

08/2018 – 09/2024

Senior Product Designer – 07/2023 – 09/2024

- Trained a team of 7 designers on human-computer interaction foundations, focusing on design psychology, user-centered design, ergonomics and accessibility standards.
- Designed and prototyped the end-to-end user experience of 3 applications for next gen Infotainment System and managed their Design System documentation in Zeroheight.

Product Designer – 06/2020 - 06/2023

- Led the end-to-end user experience design for 51 major and 479 minor feature enhancements across 17 products, impacting 18+ million drivers globally to date.
- Collaborated with engineers, product managers and cross-functional stakeholders to ensure that design solutions were both technically feasible and aligned with product goals.

Human Factors Engineer – 08/2018 - 05/2020

- Conducted user research with over 150 participants to inform design decisions, using user observations, interviews, A/B testing, surveys, and usability testing.
- Led a cross-functional team of 4 to identify 15 usability gaps through contextual inquiries, directly driving improvements to user experience across multiple features.

Nuclear Canada, Toronto, ON, Canada

07/2017 – 07/2018

Human Factors Analyst

- Identified and assessed cybersecurity risks across 120 digital assets, contributing to defensive architecture design to protect critical systems.
- Completed 67 Failure Mode & Effect Analysis (FMEA) for smart controller upgrade, recommending 4 key design changes to enhance product safety.
- Performed 3 cognitive task analysis, resulting in 15 task enhancements for a crane HMI upgrade, ensuring improved system usability and operator efficiency.

University of Toronto, Toronto, ON, Canada

09/2014 – 06/2017

Graduate Research Assistant

- Prioritized product features based on user feedback from focus groups and interviews with 23 participants.
- Designed a medium fidelity location-based adaptive automation prototype iterating through usability tests, achieving a SUS of 85/100.
- Conducted within-subjects controlled experiment with 10 participants, demonstrating a 32% improvement in task performance and a 15% reduction in mental workload.

On The Go, Waterloo, ON, Canada

05/2013 – 11/2015

Co-Founder (Product Designer and Developer)

- Developed a Proof of Concept (POC) mobile application for seamless expense tracking, iterating on the design through rapid prototyping, user studies, and heuristic evaluations.
- Designed the information system architecture and developed the Android application, integrating user feedback to refine functionality and enhance user experience.
- Pitched product strategy and business plan to investors, securing \$10,000 in seed funding to advance product development.

Education

Master of Applied Science, MASc, Industrial Engineering - Human Factors

University of Toronto, Toronto, Canada, 2017

Bachelor of Applied Science, BAsC, Management Engineering

University of Waterloo, Waterloo, Canada, 2014

Other Skills

User Centered Design | Iterative Design | A/B Testing | Agile Methodology | a11y | End to End Design | Cross Functional Collaboration | Systems Thinking | Benchmarking | Market Gap Analysis | Mobile App Design | Complex Application Design | Python | C# | Java | CSS | HTML5 | MySQL | R Studio