

SABRINA MAJEED

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EXPERIENCE

BuzzFeed Product Design Manager | January 2015 — June 2017

Provided oversight and guidance for the App design team during a time when our strategy involved spinning off several content-specific apps such as News, Video, and Quizzes. Led three design sprints to validate which unique app ideas to more formally pursue and provided feedback and mentorship to up to five different reports focused on app design. Helped start up a new team within BuzzFeed with product and engineering peers focused on internal tools for BuzzFeed video producers and managed a team of three designers each dedicated to a unique product that came out of this initiative. In addition to product work, collaborated closely with other design managers to define design roles and leveling, critique processes, and specifically took the lead in iterating on our design recruiting process.

BuzzFeed Product Designer, Apps | October 2013 — January 2015

Worked on BuzzFeed's flagship iOS app, primarily redesigning existing features as a part of a major refactoring initiative led by engineering. Examples of features redesigned include BuzzFeed's mobile splash unit, feed, sharing experience, comments and reactions, media viewers, and article pages. Also explored concepts for feed customization, app navigation, and an app experience for related content packages.

Venmo Product Designer | January 2013 — October 2013

Worked on a comprehensive redesign of Venmo's Android app to bring it up to Google's design standards and in-line with documented Android patterns. This meant reconsidering everything from navigation to the payments flow to user profiles. Also provided design support for the iOS app on smaller, iterative features. Designed the documentation and branding for the Venmo Payouts API, and worked on the second iteration of "Venmo Touch", an SDK that would allow third party apps to access stored credit card information within Braintree's network, with a user's permission. Also redesigned recruiting collateral such as a landing page for jobs at Venmo and our company blog.

Miso Product Designer | August 2011 — August 2012

Worked as the sole designer on the 3.0 release of the Miso iPhone app, architecting the app's user interaction flows as well as determining its creative direction and executing on the visual design. Also completed the interaction and visual design of the web platform for Miso's "SideShow" feature and contributed to a yet to be released product. Led rebranding efforts of the company's overall visual identity and delivered on any needed marketing deliverables. Heavily directed and set up the design recruiting process for the company as well.

Intuit Visual Designer | November 2010 — August 2011

Designed and executed the creative direction for 'Weave', an iPhone app that handles both project/task and financial management as a part of Intuit's non-consumption efforts. Provided visual design support for QuickBooks Online, with specific focus on First Time Use materials and transactional forms and outputs. Additional contributions include an interaction design proposal for a scheduling application and internal promotional work.

EDUCATION

Carnegie Mellon University | May 2010

BFA Communication Design + Human-Computer Interaction
Graduated with College and University Honors | QPA: 3.51