

USAYED MAHMOOD

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Password: {Check my job application or contact me directly}

SUMMARY

Design leader specializing in compliance-driven products and integrated systems for multiple business platforms. Built solutions for enterprise and customer experiences at Apple, McDonald's, and Walmart, launching 20+ products and contributing to 10+ design systems. Led global teams to deliver scalable solutions that boosted efficiency and generated millions in savings.

EXPERIENCE

Apple | Design Consultant, via **Insypr Solutions** (Contract)

06/2025 - current

- ❖ Led the strategic redesign of Apple's enterprise Digital Asset Management (DAM), streamlining access for 1,000+ business users and doubling workflow efficiency.
- ❖ Implemented flagship enterprise features, including Home Dashboard, Favorites, and Publications for platform tenants like AMR (Apple Music Radio) and PD&M (Product Design & Marketing).
- ❖ Elevated the platform's core design system by creating and maintaining 10+ reusable components, standardizing UI elements and boosting design team efficiency by reducing redundant work.
- ❖ Coordinated with program managers, design leads, and engineering leads to translate complex epics into actionable tasks, ensuring value-based delivery within sprints.
- ❖ Facilitated early collaboration between business stakeholders and product owners, increasing collective confidence and simplifying key product decision-making.
- ❖ Established 'Design Crit' review ceremonies to enhance visibility and foster cross-pollination of ideas, leading to greater platform consistency.

McDonald's | Staff Experience Designer, via **frog** (Contract)

09/2024 - 06/2025

- ❖ Pioneered an ML-driven MarTech platform delivering 84,000x faster offer generation—producing 10,000 personalized offers in 60 minutes vs. 100 over 35 days by a 5-person team—driving \$2.5M in Q2 2025 cost savings.
- ❖ Led multiple innovation projects integrating ML capabilities, generating significant efficiency gains across global operations.
- ❖ Championed accessibility, content, and design consistency standards, collaborating with cross-functional teams and stakeholders across 5 major markets to ensure scalable, culturally relevant solutions.

- ❖ Led and managed a design team of 3 across Walmart Health & Wellness businesses, overseeing roadmaps for 10+ projects and unifying scheduling patterns across all service lines.
- ❖ Delivered high-impact, cross-functional initiatives including 'ID Verification' and 'Digital Front Door' (DFD) pages that yielded a 20% surge in account creation success rate and nearly doubled the action rate on DFD.
- ❖ Initiated advanced components for design system libraries, promoting consistency and streamlining decisions at scale across Walmart's organization, adopted by 10+ business units.
- ❖ Provided weekly consultations on systems thinking and design strategy, partnering with the global design systems team to build and influence adoption of advanced components across more businesses.
- ❖ Recognized as an exemplary Principal Designer in performance reviews, along with 2 design award recognitions during Walmart's annual Design Summit.

Details of past experiences on my LinkedIn: <https://www.linkedin.com/in/usayed/>

EDUCATION

Master of Creative Media Technology
University of Tasmania, Tasmania, Australia
Graduated 2014

Bachelor of Industrial Design
Swinburne University of Technology, Melbourne, Australia
Graduated 2009

SKILLS

Strategy & Systems

Stakeholder Management, Design Systems, Feature Prioritization, Roadmapping and PI Planning.

Leadership & Process

Agile/Scrum Methodologies, Storytelling, Design Thinking and Ways of Working.

Core UX/UI & Tools

Figma, Claude, OpenAI, Gemini, Grok, AI-Powered Workflows, User Research, Journey Mapping, Usability Testing, Prototyping, User-Centered Design (UCD), HCI/UI Design and HMI.