



Zaid Syed

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EDUCATION

University of California, Berkeley
Berkeley, CA
Aug 2018 - May 2022 (expected)

B.A. Cognitive Science
Minor, South Asian Studies
Alumni Leadership Award Recipient



EXPERIENCE

Apple
Cupertino, CA
May 2020 - Aug 2020

Product Design Intern, Apple Media Products
Ideated, designed, and prototyped new product experiences for weekly design reviews, culminating in a final presentation to the Director of Design.

Berkeley Innovation
Berkeley, CA
Sep 2019 - May 2020

Product Design Consultant
Collaborated with three other consultants to tackle real-world design problems for YouTube (fall 2019) and Samsara (spring 2020).

The Daily Californian
Berkeley, CA
Sep 2018 - Apr 2019

Web Developer
Led redesign of multimedia section for the web edition of the Daily Californian, an independent newspaper serving over 10,000 readers in Berkeley.

Tunnyl
Hong Kong
Jan 2018 - Jun 2018

UX Engineering Intern
Built style guide and redesigned 4 user-facing pages for Tunnyl, a web service connecting freelancers with micro-tasks, using Vue.js, Laravel, and SCSS.

PROJECTS

YouTube
Berkeley, CA
Sep 2019 - Dec 2019

Product Design Consultant
Conducted two user interviews, secondary research, and prototyped three features as part of project exploring premium brand experiences on YouTube.

ESF Computing Conference
Hong Kong
April 2017

Founder & Former Executive Director
Founded and led the first iteration of Hong Kong's largest high school hackathon, which was sponsored by Samsung and covered in a regional newspaper.

SKILLS

Methods
International Design
Accessible Design
Wireframing
Rapid Prototyping

Tools
Figma
Sketch
Principle
InDesign

Technical
HTML
S/CSS
JavaScript
Python