

# JAVED A.



PLAY DEMO



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Design should delightfully inspire the world around us

Product Designer / Systems Hacker / Visual Storyteller / NFT Creator / Philanthropist

**XD STUDIOS** [📄](#)

## Head of Design & Innovation

2023 Irvine, CA

CLIENTS **Fortune500, Startups, Entrepreneurs, Non-Profits and Community Organizations**

VERTICALS **Generative AI, Software Development, Product Design, Content Marketing, Web3.0**

INDUSTRIES **Enterprise, Healthcare, DEI Initiatives, FoodTech, FinTech, Streaming, News Media, Cannabis**

TEAMS **On / Near / Off Shore, C-Suite, DevOps, DesignOps, Research, Editorial and Marketing**

SERVICES **Digital Products, Transformation and Support**

**CLOMR** [📄](#)

2023 CA

**FEELING BLESSED** [📄](#)

2021 TX

**HALAL FOODS** [📄](#)

2020 CA

**CANNVUS** [📄](#)

2019 CA

**ANIME FAN** [📄](#)

2017 CA

**MUSLAMIX** [📄](#)

2017 CA

**ILLUME MEDIA** [📄](#)

2017 CA

2006

**FAWAKIH** [📄](#)

2019 VA

**CAIR** [📄](#)

2019 CA

**ZAKATIFY** [📄](#)

2017 NY

**LUNCHBOX TECH** [📄](#)

## Head of Halal Restaurants

2022 New York, CA

Support **Launch** and **go-to-market** of web ordering product for ethnic SMB restaurants after **\$50M Series B**

Responsible for quota of **1000 logos with \$4.3M P&L**

**Key role** in the design and execution of prospecting and sales processes to **20K halal restaurants** on a value-based selling approach which led to new logos acquired

**Collaborated cross-functionally** with Marketing, Design, Sales, and Ops for pricing models and collaterals

Supported sales / product team on **Lunchbox's M&A of Delish**

## Principal / Lead Designer

Designed 0-1 healthtech SaaS product for surgery centers to manage cases, patients and revenue for \$13.70B market.

**IOS & ANDROID** **WEB** **API** **BRAND** **DESIGN SYSTEM** **ART DIRECTION**

Designed fintech marketplace for philanthropy to 2X revenue to \$11M and increase user satisfaction.

**IOS & ANDROID** **API** **BRAND** **ART DIRECTION** **MOTION**

Designed on-demand delivery marketplace with headless commerce and 3rd party delivery for 20K merchants. Boosted cart sizes by 300-500% > 3PP.

**IOS & ANDROID** **WEB** **API** **BRAND** **ART DIRECTION** **MOTION** **CONTENT**

Designed discovery marketplace for legal and medical cannabis for 20K partner businesses and dispensaries.

**IOS & ANDROID** **WEB** **API** **BRAND** **ART DIRECTION** **MOTION** **CONTENT**

Built the largest free, open-sourced, 12k curated anime streaming platform for films, content, videos and music.

**IOS & ANDROID** **WEB** **MAC & WINDOWS** **ILLUSTRATIONS** **CONTENT**

Built the largest open-sourced, 15k curated eastern cultures streaming platform for films, content, videos and music.

**IOS & ANDROID** **WEB** **MAC & WINDOWS** **ILLUSTRATIONS** **CONTENT**

## Design Director / Manager

Create B2B / C brand experiences from start to scale across all customer touch points for a global design agency built on principles of design thinking and agile.

**FORTUNE500** **FINTECH** **FOODTECH** **SOCIAL JUSTICE** **AAPI / BIPOC**

Create B2C digital experiences for 200K users leading a team of 125 designers, developers, multimedia journalists, bloggers, editors and managers on daily content production.

**IOS & ANDROID** **WEB** **CONTENT** **STORIES** **DIGITAL JOURNALISM**

## Design Consultant

Created interactive videos and learning models to augment Arabic curriculum for thousands of students.

**INSTRUCTIONAL DESIGN** **MOTION** **STYLE GUIDE** **LINGUISTICS**

Designed end-to-end print, web, video and social media experiences to support global research / institutional reports.

**BRAND** **WEB** **PRINT** **MOTION** **CONTENT** **SOCIAL**

Designed iOS and Android community-based fintech apps built on top of PayPal to support P2P payments.

**IOS & ANDROID** **BRAND** **ILLUSTRATIONS** **MOTION** **DESIGN SYSTEM**

**CRUNCHYROLL** [📄](#)

## Senior Product Designer

2022 San Francisco, CA

Designed for **Living Room experience** with localization for **200M users** and **5M paid subscribers** across apps on **AndroidTV / tvOS / FireTV / SamsungTV**

**Owned voice search UI** for video players across platforms and devices

**Designed the new tvOS** player with team of 3, including design system components, user flows, wire frames, visual designs, assets, animations, engineering documentation and specs

Supported product / engineering during **Sony's \$1.5B M&A** of **Crunchyroll + Funimation**

**DOCKER, INC.** [📄](#)

## Senior Product Designer

2017 San Francisco, CA

Delivered end-to-end **B2B experiences** for Docker tech partners to help drive \$M revenue to **2K+ developer** ecosystem

Revamped brand communications after **\$75M Series D**

Designed Learn / Market / Sell / Deliver **sales enablement process** and platform for go-to-market

Created **role-based**, self-service **experiences** with top user tasks

Created flow charts, wireframes, **interaction and visual designs**, HTML and visual force pages

## engineering.

## design.

UCD / Design Thinking

Apple / Google Material  
SalesForce HIG / Research

Adobe CC / Abstract  
Affinity / Figma / Framer  
InVision / Overflow  
Miro / Sketch / Zeplin

Motion / Illustrations  
Icons / Gamification  
AI / Conversational  
Design Systems

OpenAI ChatGPT / Dalle / Midjourney  
Agile / Scrum / Safe / Nexus / Git  
Asana / Jira / Confluence / Notion

Xcode / Android Studio  
HTML5 / CSS3 / PHP  
Javascript / JQuery  
Node / React / ReactNative  
Vue / Angular / Laravel  
Asp.net / MySQL / API

GCP / Maps / Vision  
DialogFlow / AWS / EC2  
RDS / S3 / SNS / Polly  
GoDaddy Hosting

## studies.

### Online Coursework

Leading Agile  
Transformations for  
Big Enterprises /  
Design Thinking /  
Design Systems /  
Interaction Design  
Foundations /  
Applied Interaction Design /  
Product Management  
Foundations /  
Digital Psychology and  
Behavior Change /  
Digital Journalism and  
Multimedia Storytelling /  
Terrorism and  
Counter Terrorism

### Startup School

Y Combinator

### BS Telecommunications

Devry University

## honors.

### Best in Diversity, Equity, Inclusion

The Webby / Anthem Awards

### 2x DEI Community Engagement

US State Department

### Best User Experience

The Webby / Anthem Awards

### Best Channel Experience

The Channel Company

### Best Innovative Team

VMware, Inc.

### 5x Global Economy 500

World Islamic Economic Forum

### World's 500 Influential Muslims

Thomson Reuters & King of Dubai

### Best Digital News Operation

Radio Television Digital News Assn.

### Best in American Journalism

National Press Foundation

### Conflict Resolution Fellow

United Nations

Alliance of Civilizations

### Enhancing Understanding

California State Senate

## content marketing.

Diversity / Equity  
Inclusion / Branding  
Personas / Content  
Storytelling / AP Style  
Motion / Video / Film  
Reels / Audio / Podcast  
Photography / NFT / Gifs  
Social Media FB / IG  
TW / LI / TiKok

## board.

**KQED**

San Francisco, CA

Advised on content diversity and programming for minority communities

**NORTHSTAR SCHOOL**

San Francisco, CA

Advised on digital strategy and infrastructure for pre-K to 8 grades

## linguistics.

English / Hindi /  
Arabic / Urdu  
Spanish