

# SHAZIYA RAMJI

## LEAD PRODUCT & UX/UI DESIGNER | UX STRATEGY | DESIGN SYSTEMS

Multidisciplinary Product and UX/UI Designer leading enterprise UX strategy across, IoT, telecom, fintech and life sciences, simplifying complex workflows into intuitive, inclusive and measurable digital experiences. I specialise in UX strategy, design systems, accessibility and AI-driven design operations, helping organisations align business goals with user needs through systems thinking and evidence-based design. My focus is on crafting purposeful experiences that balance usability, performance and long-term business value.

### Key Achievements

- Lead UX/UI across a portfolio of IoT and connectivity products as sole product designer, owning design from discovery through to implementation.
- Designed and established a scalable, multi-theme design system supporting consistent product experiences and white-label platform requirements.
- Increased delivery speed by 40% through an enterprise-wide design operations framework at Bandwidth.
- Reduced compliance issues by 42% through AI-supported UX, accessibility and QA processes.
- Delivered and evolved enterprise design systems across complex multi-product and multi-squad environments.
- Recognised as a Top 1% ADPList Mentor, supporting 500+ designers worldwide.

### Experience

#### UX/UI DESIGNER (LEAD), CSL GROUP

February 2026 – Present | [Watford, UK](#)

- Lead end-to-end UX/UI across CSL's IoT and connectivity products, owning complex B2B SaaS experiences from discovery to engineering handoff.
- Built a scalable multi-theme design system using tokens and reusable components, supporting accessible, consistent and white-label experiences.
- Design complex operational workflows while embedding WCAG 2.2 AA, DesignOps and Figma-to-code standards across Product and Engineering.

#### SENIOR UX DESIGNER, BANDWIDTH (FORMERLY VOXBONE)

October 2021 – April 2025 | London, UK

- Achieved a 40% increase in efficiency after delivering a scalable design framework that reduced compliance friction across the organisation.
- 42% reduction in compliance tickets through the introduction of AI-driven prototypes into the design and QA process
- Scaled a Figma-based design system across 5+ squads, establishing WCAG AA accessibility standards and embedding inclusive design practices that boosted delivery speed across releases.
- Led UX strategy for internal portals, simplifying complex telecom workflows into intuitive self-serve tools.

### Contact

#### PHONE

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#### EMAIL

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#### WEBSITE

[shaziaramji.com](https://shaziaramji.com)

#### LINKEDIN

[linkedin.com/in/shaziaramji](https://linkedin.com/in/shaziaramji)

#### LOCATION

London, UK (remote or hybrid)

### Skills

#### LEADERSHIP

DesignOps, Mentorship, Process Optimisation, Stakeholder Alignment, UX Strategy, Workshop Facilitation

#### DESIGN & PRODUCT

Atomic Design, Design Systems, Design Tokens, End-to-End UX/UI Design, Interaction Design, Prototyping, Responsive Web & Mobile UI, Visual Storytelling, Wireframing

#### RESEARCH & STRATEGY

Accessibility Standards (WCAG), Design Thinking, Heuristic Evaluation, Information Architecture (IA), Journey Mapping, Lean UX, Personas, Product Discovery, Scrum, Usability Analytics, Usability Testing, User Interviews, User Research

#### CREATIVE & MEDIA

Audio/Visual Content, Branding, Campaign Storytelling, Motion Graphics, Packaging Design, Print Production, Video Editing

#### DEVELOPMENT AWARENESS

Agile, Cross-Functional Collaboration, CSS3, Drupal Content Management Systems, Front-End Handoff, HTML5, JavaScript (Basics), QA Support

#### TOOLS & PLATFORMS

Adobe CC, AI-Assisted Design Tools, Confluence, FigJam, Figma, Google Workspace, Hotjar, Jira, Maze, Miro, Monday, Microsoft Office, Notion, Sketch, UXPin, Zeplin, Zeroheight

UX DESIGNER, IDBS (LIFE SCIENCES)

June 2020 – October 2021 | Guildford, UK

- Built a scalable, accessible design foundation for Polar, including Material/React-based design tokens for consistent Figma-to-code delivery, reducing QA cycles and improving scientist usability.
- Achieved a 36% improvement in form completion through usability testing and AI-assisted pattern analysis.
- Redesigned lab workflows into simplified, compliant digital experiences.
- Authored Zeroheight docs and QA checks, reducing implementation issues.

UX/UI DESIGNER, ION

November 2018 – March 2020 | London, UK

- 33% increase in user satisfaction by analysing high-volume platform feedback clustered via AI to inform workflow improvements.
- Transformed ConnectIOn into a scalable SaaS platform, spearheading the UX strategy and redesign to evolve it into a commercial SaaS product.
- Developed AI-assisted navigation and information architecture improvements to reduce cognitive load and improve onboarding.
- Built reusable UI kits & Figma docs to enhance cross-platform consistency.

DIGITAL DESIGN MANAGER, EMEA, ARKADIN (NTT INC)

September 2016 – November 2018 | London, UK

- 25% faster campaign localisation across 30+ markets by strengthening brand consistency with modular templates and design systems.
- Directed regional digital design for multi-market campaigns and enterprise products, introducing modular design systems that reduced bottlenecks and boosted cross-team efficiency.
- Enhanced product UX for SpokaCloud & Arkadin Vision through human-centred design.
- Partnered with marketing & engineering, aligning storytelling with enterprise strategy.

Additional Experience

PRODUCT DESIGN MENTOR, ADPLIST

January 2020 – Present | Remote

- Recognised as a Top 1% Mentor.
- Mentored 500+ designers globally (1000+ minutes) since January 2020.
- Guided career switchers and students through UX case studies.

FOUNDER & CREATIVE CONSULTANT, SHAZ DESIGNS

October 2008 – Present | London, UK

- Built AI-powered brand systems for creators and start-ups, generating \$100K+ in creator earnings between 2020–2024 through Meta Monetisation.
- Collaborated with Jason Derulo, Curtis Young (YME), TRUF, and Eclipse Distro.

Certificates

COMMUNICATING WITH EMOTIONAL INTELLIGENCE

LinkedIn Learning

MANAGING YOUR TIME

LinkedIn Learning

NANO TIPS TO SHARPEN CRITICAL THINKING

LinkedIn Learning

Education

PREPARING TO TEACH IN POST-COMPULSORY EDUCATION (DISTINCTION)

Schools, Courses & Career Development

MASTERS, MEDIA ARTS (MERIT)

Coventry University

BACHELOR OF ARTS, DIGITAL MEDIA PRODUCTION (UPPER SECOND CLASS HONOURS)

University of the Arts London

References

*“Shaziya translates complex requirements into elegant, user-centred solutions with clarity and precision.”*

Patrick Cox, UX Director @ Bandwidth

*“Shaziya makes the complicated simple – professional, insightful, and a pleasure to work with.”*

Mike Green, UX Designer @ IDBS

*“An inspiring UX leader who elevates teams through empathy, expertise, and collaboration.”*

Paras Bhatnagar, Product Designer @ ION Group