Ahmed Nassar

Product Designer, New York

CONTACT

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ABOUT ME

I'm a product designer who thinks in systems. I solve complex user problems while building the design infrastructure that scales solutions across entire product ecosystems. Currently leading design systems strategy at Vanguard, I blend product design and systems thinking to bridge tactical execution and product strategy, streamlining delivery and contributing to system evolution to shape how I solve user problems at scale.

WORK EXPERIENCE

Vanguard

Product Designer, 2022 - Present

- Led end-to-end product design and systems strategy for financial advisor digital products, scaling infrastructure to deliver cohesive experiences that serve both immediate product needs and long-term ecosystem growth.

- Pioneered AI-enhanced design workflows that accelerated both product design processes and system operations, including documentation generation, design QA, and knowledge discoverability across product teams.

- Designed cohesive user journeys from the marketing website to internal advisor tools through systems design and consistent experience patterns, improving user recognition and reducing friction in the advisor engagement and onboarding process.

- Cut component variants by 50%-90% through strategic design token implementation that improved both UX consistency, development efficiency, and systems education.

- Reduced support inquiries by 70% by restructuring system documentation and cross-team processes.

Children's Hospital of Philadelphia

UX Lead, Senior Design Capstone, 2020 - 2021

- Led design, research, and UX strategy for a clinician-facing mobile app delivering infectious disease data to over 115 users.

- Conducted iterative testing based on user feedback, prioritizing accessibility and navigation efficiency, resulting in a 30% reduction in time-to-information.

J.P. Morgan Chase & Co.

UX Designer, 2019 - 2020

- Redesigned 15+ global stakeholder websites improving performance and internal efficiency through modern templates

- Collaborated cross-functionally to communicate design rationale and best practices to stakeholders, designers, and developers.

EDUCATION

Drexel University

2017 - 2021 | 4-2 Co-op Program

B.S. in Computer Information Systems Concentration in User Experience Design & Human-Computer Interaction

NYU Tandon School of Engineering

2022

Certificate of UX Design for AR/VR Technologies

SKILLS

DESIGN + RESEARCH

Mobile + Web Design

Interaction Design

Design Systems

Prototyping

Motion Design

AI-Driven Design

Inclusive Design

Storyboarding

User Research

Usability Testing

TOOLS

Figma

Writer AI

Perplexity

Claude

Copilot

Framer

Adobe CC

Jira

Airtable

Storybook

Confluence