

Billy Sehgo1

UX Designer who codes and specializes in interaction, visual craft, and product management with 7+ years of experience.

EXPERIENCE

Pace Communications — UX Creative Director

New York, NY | September 2021 - Present

- Designed web and mobile products, creative strategy, and design systems for Fortune 500 clients including AAA, Navy Federal, and Pepsi.
- Collaborated on a 12 person creative team, led UI design to launch a web and mobile based AAA insurance acquisition website reaching 13 million users.
- Redesigned Navy Federal's user-facing Learning Management System (LMS) with a team of 4 UX/UI designers and developers.
- Led a 3 member creative team from ideation to complete interface design of AAA Diversity, Equity, and Inclusion (DEI) website.
- Collaborated with creative directors on devising strategies for New Media, Web and Mobile interfaces, for campaign's including Dylan Larkin's (NHL Player).

New York University — UX Designer and UX Engineer

New York, NY | June 2020 - March 2021

- Led multiple design initiatives for the NYU.edu website and social media accounts from ideation to execution.
- Designed the website, brand identity, and social media graphics for the NYU student welcome experience and webinars for 5,000 new students.
- Redesigned the NYU Global Campuses' marketing and support websites accessed by over 25,000 international students.
- Crafted a design system of 30+ components in Sketch for NYU's web and mobile platforms that reduced the technical debt for engineers.
- Spearheaded 600+ front-end iterations that optimized the speed, accessibility, and inclusivity of the NYU.edu website
- Built and presented business intelligence reports and data visualizations using Tableau, MapBox, and D3.js for the University President's office.
- Implemented designs through Adobe Experience Manager (AEM), Front End Development, Adobe CC and other software.

TimeSvr Pte Ltd, TimeSvr.app — Head of Product UX

June 2014 - May 2020

- Led product design for web and mobile products for 22+ Fortune 500 clients and medium scaling startup's including NBC Universal, P&G, GSK, Josh Kauffmann and Design*Sponge.
- Created scalable design systems using Figma from the ground up for multiple projects to set brand standards and maximize team efficiency.
- Developed product roadmaps for B2B-SaaS clients. Co-created interactive and immersive User Experience with a team of designers and developers

bilalsehgo1.com

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EDUCATION

New York University,

M.P.S. Interactive

Telecommunications,

September 2019 - June 2021

LUMS, Bachelor's

Economics

September 2005 - June 2009

AWARDS

Red Burns Award

Tisch School of the Arts, 2021

Dean's Honor List

LUMS, 2009

REA Group (ASX \$21.53 Billion) Acquisition

1Form.com, 2014

SKILLS

RESEARCH

User Interviews, Usability Testing, Ethnography, Contextual Inquiry, Heuristic Evaluation, Competitive Analysis, Mix Panel

DESIGN

UX Design, Visual Design , Graphic Design, Information Architecture, Personas, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes

TOOLKIT

Adobe Creative Suite, Illustrator, Photoshop
After Effects, Premiere Pro, InDesign

Prototyping:

Sketch, Invision, Figma, Framer, Protopie, Adobe XD, Zeplin, Abstract, Marvel

Development:

HTML/CSS, MongoDB, Python, Javascript

and Product Owners,

- Life design for 2900+ B2C clients cited in Slate, GigaOm, and Inc.com.

1Form Pty Ltd, 1Form.com — UX Design Lead

April 2011 - April 2014

- Researched and identified multiple user pain points by examining more than 100,000+ customer technical enquiries to create unique user personas.
- Led cross-functional Customer Experience team of 5+. Performed User Interaction tests for a one-stop tenancy application portal and CRM that serves 90% of Australia's real estate market (feed- back loops, A/B testing).
- Overhauled CRM, as a result of user research, analytics, and UI feature improvements, leading to decrease of technical complaints by 40% and growth in user base of 450% from 600,000 to 3.6 million.
- Organized and conducted usability testing and leveraged 1Form's design system to create mid and high fidelity prototypes.
- User research, and usability testing to design and develop an Investment Analytics product that delivered a Listing Presentation based on Zip Code, Property Type, and number of beds.
- Collaborated on JIRA with Product Owner, stakeholders, and others as well as conducted weekly design sprints to evaluate product development.
- REA GROUP (ASX \$21.53 Billion) acquisition of 1Form real-estate eCommerce technology, whilst I led the team at 1Form. It is now a part of realestate.com.au Australia's no. 1 property marketplace.

OTHER WORK

Pollumbia | UX Design Intern

Remote | *January 2011 - March 2011*

Boye Hartmann | Researcher

Remote | *January 2010 - December 2010*

Oyu Tolgoi at Rio Tinto | Business Analyst

Remote | *September 2009 - January 2010*

