

Usmaan Razzaq

New York, NY

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Product Designer in NYC, working at the seam between design and front-end. I take consumer products from research and prototyping through to shipped code (HTML/CSS/JS, Shopify Liquid, Webflow), usually as the only designer on a small team. Recent work spans a peer-to-peer mobile rental app, a non-profit platform redesign with measurable engagement gains, and ongoing e-commerce design and build for a Brooklyn brand.

Experience

Web Designer

Adsum NYC Nov 2025 - Present

- Design and ship collection and campaign landing pages on Shopify in direct collaboration with the brand founder, owning direction from brief to live.
 - Built a size-filter feature in Shopify Liquid that removes out-of-stock sizes from browse — reducing wasted clicks and surfacing the full range of available inventory to customers searching for a specific size.
 - Design and execute email campaigns for product launches and seasonal cycles; current open rate of 43.8% against a ~33% e-commerce industry average.
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Product Designer & Project Lead

National Muslim Youth Association Nov 2023 - Nov 2025

- Led a full redesign of the NMYA website from audit to launch — uncovering usability and security issues in the existing WordPress site, running focus groups with parents, teachers, and youth members, and delivering a rebuilt Webflow platform that drove a ~30% traffic increase in the six months post-launch.
 - Focus group findings directly reshaped two core surfaces: restructured the navigation into department-organized dropdowns replacing a flat link structure, and redesigned search from a corner fade-in input to a full-viewport experience with quicklinks to the most-visited pages — both changes validated through usability testing before build.
 - Built a Webflow component library that made ongoing content updates maintainable without designer involvement — reducing long-term dependency on design for routine changes.
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Founder & Designer

On The Run Studio Mar 2021 - Present

- Run a small studio practice for client web design and personal projects; design and build end-to-end across Shopify, Squarespace, Framer, and custom HTML/CSS/JS stacks — including an ongoing design partnership with DPR Studio, iteratively redesigning and updating site sections to improve experience and align with evolving brand direction.
 - Designed and built Image Library end-to-end — a personal visual reference archive in HTML/CSS/JS, using a Figma → Cursor → Claude Code workflow from wireframe to shipped product.
 - Use a Figma → Cursor workflow that compresses the design-to-working-code cycle: layout decisions stay in Figma, smaller refinements and one-off explorations move straight to code.
 - Built and grew an audience of 5,000+ on a single visual reference account; applied insights from the community back into product and content decisions.
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Skills

Design: Figma, Prototyping, Wireframing, Design Systems, Usability Testing, Interaction Design, Responsive Web Design

Development: JavaScript, HTML/CSS, Shopify Liquid, Webflow, Framer, WordPress, Vercel, GitHub

AI workflow: Cursor, Claude Code, Codex

Education

AS, Multimedia Design & Programming — Borough of Manhattan Community College | Dec 2025

UX/UI Design Certificate — DesignLab | 2023–2024

Front-End Development — Codecademy | 2024–Present