



# SHAZIYA TAMBAWALA

Full-stack **product designer** with **9+ years experience** scaling enterprise SaaS tools.

**LET'S CHAT** shaziya.tambawala@gmail.com  
+1 806 470 4285  
she / her | Based in SF Bay Area

I'm a systems thinker with a collaborative attitude. I love exploring widely, sweating the details, and evolving team rituals.

## Experience

---

### RingCentral

Senior Product Designer | Sep 2024 - Present

- Design Lead on AI Conversation Expert (ACE), crafting experiences for AI-powered conversation intelligence.
- Accelerated review frequency and calibration efficiency by redesigning scorecard workflows with guided framing and GenAI-powered suggestions, resulting in sustained engagement and 10+ repeat sessions per user.
- Streamlined template management and boosted feature usability by restructuring the UI of a core admin experience.

### Atlassian

Senior Product Designer | Nov 2022 - May 2024

- Defined and executed a product vision and strategy, including continuous feature development and delivery. Spearheaded efforts on effective and consistent information visualizations across the Atlassian admin portfolio.
- Achieved 55.7% rule completion rate, tripling previous platform benchmarks, by leading Forge-based redesign of Confluence Automation through cross-functional alignment and iterative customer studies during early access.
- Expanded feature reach from 40% to 90% of user base by advocating for license-free guest access and developing empathy journeys that shifted product strategy from monetization to virality during Beta launch.

### Atlassian

Product Designer | Mar 2020 - Oct 2022

- Collaborated closely with data science, marketing, and engineering to formulate the design strategy and successfully deliver a variety of upgrade driving features for the Confluence Cloud Premium plan.
- Conducted and synthesized exploratory as well as evaluative user research to define design rationales for executive-level reviews.

### PORTFOLIO

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

### LINKEDIN

[/shaztam](https://www.linkedin.com/in/shaztam)

## Education

---

### Georgia Tech

Master of Science in Human-Computer Interaction | May 2016  
GPA 4.00/4.00

### University of Mumbai

Bachelor of Engineering in Information Technology | May 2012  
GPA 3.73/4.00 (First Class)

## Superpowers

---

### Strategic Initiator

Challenging established thinking and developing new approaches across multiple stakeholder levels with researched options.

### Creative Facilitator

Simplifying concepts into digestible chunks of info while understanding system-wide connections.

### Thoughtful Doer

Transforming discussions into viable and feasible plans and championing a collaborative culture.

# Experience CONTINUED

---

## Cisco

UX Designer | Jan 2019 - Mar 2020

- Design Lead for core module in CloudCenter Suite, solving complex problems in multi-cloud management domain.
- Initiated evaluation studies for Services project and iteratively tested design concepts with customers.

## Sigma Computing

Product Designer | Jun 2018 - Jan 2019

- Designed and tested concepts for Sigma's onboarding, consolidating interaction patterns into a unified system.
- Wore multiple hats as an interaction designer, researcher and project manager in a lean and agile environment to oversee product features from conception through launch.

## GE Digital

Product Designer | Nov 2016 - Mar 2018

- Emerging Verticals was an in-house consulting group that engaged greenfield customers with software solutions. I delivered both immediate, customer-facing, solution projects as well as strategic, long-range product offerings for users of industrial equipment.
- Led and collaborated with product and development teams to ascertain clear business objectives and outcomes, identify design goals, and ship production ready wireframes for 3 major product release cycles.
- Contributed to UI kit with components and patterns, to be used as a standard across the Predix platform.
- Conducted internal and external user research for a variety of stakeholders focussing on the production mail industry.

# Skills

---

## Design Research

Strong facilitation and stakeholder management skills, formative and evaluative qualitative user research, competitive and gap analysis, wireframing, storyboarding.

## Design and Strategy

Deep knowledge of design methodologies such as journey mapping, heuristic evaluation, and systems thinking. Interaction design, UI / UX Design, information architecture, product strategy, enterprise software, platform experience design, designing for emerging technology.

# Patent

---

## U.S. Patent #17/559,009

"Managing archiving and unarchiving operations at a content collaboration system" | Atlassian | 2024

# Speaking + Writing

---

## TEAM '23 presenter

"The subtle art of not building an awful Confluence site"

## Medium's staff pick

Article on how to be a design leader and still be yourself | 2022

# Awards

---

## Connected Recognition

Cisco | 2019

## Southeast Women in Computing Scholar

Atlanta, GA | 2015

# Publication

---

## Carnegie Mellon University ETC Press, GLS 11 conference

"A Novel Interactive Paradigm for Teaching Quantum Mechanics" Madison, WI | 2015

# Volunteering

---

## LA STAGE Alliance

Web Designer | Jul 2016 - Nov 2016

## Code Like a Girl

STEAM workshop leader | Nov 2017