



Haseeb Riaz CV

London, UK

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Hi, I'm a London-based Senior Product Designer with 20+ years of experience delivering scalable design systems and digital products for global media brands including Vogue, Wired, Glamour, and GQ. Expert in building cohesive user experiences across platforms, improving design consistency, and driving collaboration between design, engineering, and product teams. Proven ability to translate complex requirements into intuitive, high-quality solutions.

Core Skills

- Design Systems & Scalable UI Architecture
- UI/UX Design (Web & Mobile)
- Cross-functional Collaboration
- Typography & Visual Systems
- Creative Direction

Tools & Technologies

- Figma
- Sketch
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)

Interests

- Reading
- Movies
- Sports
- Photography

Professional Experience

Condé Nast Global, London, UK

Senior Product Designer, Application Platform
2018 – Present

- Scaled a shared design system across 30+ brands, improving consistency and reducing duplication
- Designed reusable components and patterns, balancing system consistency with brand flexibility
- Defined guidelines and documentation that improved adoption across design and engineering teams
- Improved editorial workflows within the Content Planner by mapping how editors use the daily view and simplifying complex field structures
- Designed the Highlight Box component to surface key information at the top of articles, responding to changes in how content is discovered and consumed
- Led discovery work for right-to-left (RTL) support, enabling Arabic content creation and ensuring layouts work naturally across CMS and front-end
- Worked closely with product, engineering, and editorial teams to align content creation workflows with front-end behaviour

Condé Nast Britain, London, UK

Senior Designer
2012 – 2018

- Designed responsive UX/UI experiences for brands including Vogue, Wired, Glamour, and Tatler
- Worked directly with editorial leadership, including Editors and Art Directors, to align editorial vision with product design
- I was the lead designer on the MagApps team and responsible for all the design and development of the digital editions for Wired, Vogue, Glamour and GQ

Condé Nast Britain, London, UK

Designer
2010 – 2012

- Involved in brainstorming, storyboarding and designing of Commercial projects ranging from homepage takeovers, digital promotions to microsites that all sit under the Conde Nast brands
- Designing web campaigns for online initiatives, editorials, emails, in-house ads and rich media banners

Digitronix, Huddersfield, UK

Designer
2008 – 2010

- Delivered digital and visual design work for clients including Leeds University and local independent businesses
- Collaborated with developers and stakeholders to deliver projects to brief and deadline

Haseeb Riaz CV continued

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AKQA, London, UK

Designer

2007 – 2008

- Collaborated on digital design projects within a fast-paced agency environment
- Contributed to client-facing work across multidisciplinary teams
- Gained experience working on high-profile projects with global brands

Artograph, Manama, Bahrain

Designer

2001 – 2005

- Designed annual reports and branding for major clients, including large oil companies, working across print and digital
- Worked in an international environment, delivering projects for a diverse client base across the region

Education

HND Design Communication

The Sheffield College,

Norton Centre

1999 – 2001

BTEC National Diploma

The Sheffield College,

Norton Centre

1997 – 1999