

Tareque Hassan

SENIOR UX DESIGNER · PRODUCT & DESIGN SYSTEMS

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Senior UX designer on Verizon's billing experience, where I own the component library and documentation that multiple product teams build against. Eight years in design overall — brand identity and print first, then campaign and marketing work, now product. The through-line is **systems**: I'm most useful where the work has to stay coherent across many hands, long after I've stopped touching it.

EXPERIENCE

Verizon

Senior UX Designer

2024 — Present

- Design lead for the billing experience across Verizon's consumer digital properties, working with product, engineering, and content partners on concurrent workstreams against fixed release dates.
- Own the bill-specific **component library and documentation system** that Next Gen Digital Billing is built on — four customer-facing surfaces served from one set of billing data.
- Extend Verizon's enterprise design system rather than forking it, so new billing work stays compatible with everything else shipping across the product.
- Translate backend complexity into documented UI states, covering account status, payment-method health, enrollment, and system health across **22 mapped billing scenarios**.
- Write engineering-ready specifications — element properties, spatial configuration, visual anatomy — and run Visual QA through release so what ships matches what was designed.
- Restructured the team's Figma libraries and publish a release changelog, so designers stop rebuilding components that exist and engineers stop asking for values already on the page.

Graphic Designer

June 2021 — 2024

- Designed marketing and lead-generation experiences across the Verizon Business Group web ecosystem — landing pages, campaign hubs, and product overviews serving small business through enterprise and public sector buyers.
- Contributed components, page templates, and design tokens to the **Ecosystem 3.0** design system, giving other teams pre-vetted building blocks instead of one-off page builds.
- Reworked page information architecture around customer language rather than internal terminology, and replaced static modules with motion, rich media, and progressive disclosure patterns.
- Partnered daily with an associate creative director, copywriters, animators, photographers, and account services; delivered production-ready Figma specs to development and ran VQA through launch.
- Worked at campaign pace across concurrent briefs, balancing marketing deadlines against design system consistency.

Lugh Studio

Integrated Graphic Designer

Feb 2020 — June 2021

- Design lead on brand identity programs across print and digital — logo systems, color, typography, and applied graphics — art directing and project managing engagements end to end, to deadline and budget.
- Partnered with web developers on UX, wireframes, prototypes, and site builds; the first sustained product work that led to the move into UX.
- Produced high-end webinars, corporate presentations, and digital campaign assets for client launches.

Verizon

Freelance Visual Designer

Sept 2018 — Feb 2020

- Produced responsive landing pages, merchandising, and campaign material for Verizon's .com team and partner programs with Google, Amazon, Apple, and Samsung — at agency pace, across desktop, mobile, and tablet.

CareerMD

In-House Designer

Oct 2016 — July 2018

- Sole in-house designer supporting **120+ career fairs per year** nationwide — media kits, promotional materials, direct mail, event collateral, table runners, and tabletop signage.
- Produced quarterly magazines and program guides from layout through print production, and established production methods that shortened turnaround on recurring assignments.

SKILLS

PRODUCT & UX	End-to-end UX/UI · Information architecture · Design systems · Component documentation · Design tokens · Wireframing & prototyping · User journey mapping · Responsive web · A/B testing · Visual QA
BRAND & VISUAL	Brand identity · Logo design · Art direction · Typography · Print & packaging · Editorial layout · Motion graphics · Illustration
TOOLS	Figma · Storybook · Illustrator · Photoshop · InDesign · After Effects · Adobe XD · Webflow · Shopify · WordPress · Squarespace
PROCESS	Agile / Scrum · Cross-functional leadership · Design–engineering handoff · AI-assisted prototyping

EDUCATION

B.Tech, Communication Design

June 2016

New York City College of Technology