



Sahim Zaid

Web Designer Helps Businesses with their Information Delivery

By Alexandra Roland

In Arabic, the word “zaid” means “growth” or “prosperity,” and Web designer Sahim Zaid has turned his business into a mission to help other enterprises grow and prosper.

A former corporate design virtuoso and the present owner and founder of Zaid Designs Inc., the entrepreneur admits that his great leap from competitive corporate America to brave beginnings as operator of a self-owned business did not begin suddenly.

After graduating from Salem State College in Massachusetts with a degree in design and art history, Zaid started his career that was “pushing the envelope with communication arts in the corporate environment.” Yet, attempting to push the envelope was not quite enough.

Zaid recalled the “big fish eats little fish” mentality that devastates the smaller underrepresented, but equally capable, companies in the business world. He yearned “to help these people regain their confidence and

empower them to not just accept, but also adapt to change.” Zaid then began teaching a graphic design course at an adult education program at a local high school. Answering many of the concerns of his eager students moved him to create a Web site that would be an additional resource to further help them in their endeavors. He soon discovered his true calling and commented, “Needless to say, I have been building Web sites ever since.”

Zaid observed what was extremely lacking in the profession and in 2001 formed Zaid Designs, Inc., adjusting and adapting his mission to suit and fulfill the needs of all companies. He explained that every company’s goal is to advertise their accomplishments, services, products and abilities. Zaid Designs Inc. takes that initiative and transforms it into a cohesive message that can be communicated through a Web

site, in effect, extending the sales process. He noted, “The common thread is (that) all have a valued service offering that, with a little push, can make a difference in the community at large.”

Locally, Zaid has created Web sites of the Riverwalk Charity Golf Tournament, Axis Design International Architecture, Mellon Street Financial and Painter’s Street Studio, just to name a few. His mission is to “select the right projects for those in need of a means to inform, educate and connect with their target audience.”

Speaking to a group of fifth graders earlier this year, Zaid explained the value of design and its importance in everyday life. From a “cereal box to a newspaper,” design is everywhere. Zaid uses this vast canvas to unleash his unrestrained ingenuity, reinventing boundless possibilities for the company, consumer and the community.

For more information about Zaid Designs, Inc., visit www.zaid-designs.com. 