



Mohammed Asif AH

UX Designer

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Work Experience

Jan 2023 - Present

UX Design Specialist EPAM Systems

- Working on different client projects collaborating with Product Owners and other Stakeholders to help define product requirements & roadmap.
- Translate concepts into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences.
- Planning research studies, conducting interviews and usability studies, and synthesizing research results.
- Determining information architecture and creating sitemaps.
- Maintain the design system, create, and update documentation, and library components.
- Establish design standards and principles accompanying the design system for scalability, efficiency, and consistency.
- Evaluate and improve usability and accessibility of components, and be a champion for the user.
- Participation in design reviews, team meetings, and brainstorming sessions.
- Identifying design problems and devising credible solutions.
- Planning & organizing the design scope of work, setting priorities.
- Supervising 2-3 member design teams.
- Design reviews and mentoring.
- Responsible for User Research, Information Architecture, Service Blueprints, Wireframes, Interaction & Visual Design, and High Fidelity Prototyping across Web & Mobile products.
- Presenting documentation, concepts, and demos with the Leadership team and continuous collaboration with Director level associates from the Business team.

Mar 2021 - Jan 2023

Senior Experience Designer Cognizant Technology Solutions

- User Research & Insights:** Conducting in-depth user research and synthesizing insights to inform design decisions.
- Experience Strategy:** Developing comprehensive experience strategies that align with business goals.
- End-to-End Design:** Crafting user journeys, wireframes, prototypes, and final designs across multiple touchpoints.
- Cross-Functional Collaboration:** Partnering with product, engineering, and marketing teams to ensure a cohesive user experience.
- Usability Testing:** Leading usability tests to validate design effectiveness and iterate based on feedback.
- Design Leadership:** Mentoring junior designers and advocating for user-centered design practices across the organization.

May 2019 - Mar 2021

Sr. UI/UX Designer Hogarth Worldwide

- User Research:** Conducting research to understand user needs and behaviors.
- Design Creation:** Developing wireframes, prototypes, and high-fidelity designs.
- Usability Testing:** Planning and conducting tests to refine designs.
- Collaboration:** Working closely with product managers, developers, and other stakeholders.
- Design Systems:** Maintaining and evolving design systems and guidelines.
- Mentorship:** Guiding junior designers and ensuring design consistency across projects.

Nov 2015 - May 2019

Senior Visual Designer 2adpro Media Solutions Pvt Ltd

- Developing Visual Concepts:** Creating graphics, layouts, and visual elements like icons and typography.
- Designing User Interfaces (UI):** Crafting cohesive interfaces for websites, apps, and digital platforms.
- Collaborating with Teams:** Working closely with UX designers, developers, and product managers to ensure visual consistency and alignment with brand guidelines.

Feb 2015 - Nov 2015

2D Animator InfoPlus Technologies Pvt Ltd

- Creating Animations:** Producing 2D animations for various media, including videos, games, and apps.
- Storyboarding:** Developing storyboards to plan animation sequences.
- Collaborating:** Working with designers, writers, and directors to align animation with the overall vision.

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9+ years of experience as a UI/UX Designer. Passionate about creating good products with aesthetics, durability and usefulness.

I like creating digital experiences and I'm specialize in User Experience (UX) and Interface Design for mobile and web. My empathy for the users and the User-Centered Design approach has given me the privilege to collaborate with some of the most talented in the industry on a wide range of projects.

Education

Aug 2009 - May 2013

AMS Engineering College B.E - ECE

Jan 2021 - May 2023

Madras University M.Sc - Psychology (Pursuing)

Jan 2021 - May 2023

Madras University M.Sc - Psychology (Pursuing)

Technical Skills

Interaction Design

UX Design

UX Research

Design System

Design Tokens

UI Documentation

Visual Design & Prototyping

Responsive Design

Certification



Salesforce Certified UX Designer

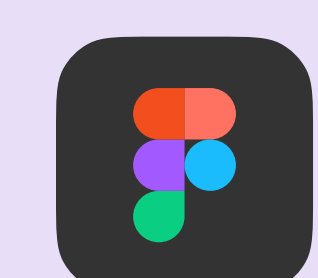


UX Design Specialization



Diploma in Modern Applied Psychology

Tools



Design Portfolio

[Click here](#)