



Mohammed Asif AH

Product Designer

- +91 97910 81682
- asifashim3@gmail.com
- Chennai, Tamil Nadu, India
- www.linkedin.com/in/mohammed-asif-ah

Work Experience

Jan 2023 - Present	Product Design Specialist EPAM Systems <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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.



10+ 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)

Technical Skills

- UX Design
- Interaction 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



Portfolio

[Click here](#)