

Mohammed Asif AH Product Designer

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Work Experience

Jan 2023 -Present

Product 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.



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 - AMS Engineering College

May 2013 B.E - ECE

Jan 2021 - Madras University
May 2023

M.Sc - Psychology (Pursuing)

Technical Skills

UX Design Interaction Design

UX Research Design System

Design Tokens UI Documentation

Responsive Design

Visual Design & Prototyping

Certification



Salesforce Certified UX Designer

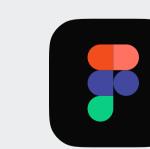


UX Design Specialization



Diploma in Modern Applied Psychology

Tools











Portfolio



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