Resume

LIVING IN

MANCHESTER- UK

CATS & TEA LOVER

UP FOR NEW PROJECTS

24/7
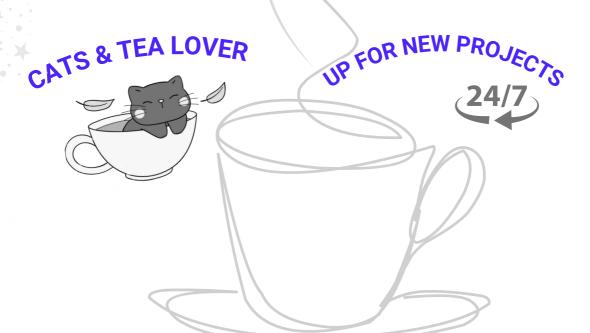
Hello, I'm Shah,
your design partner
for success.

UX/UI Designer | UX Blogger (Medium) | UX Mentor (Adplist)

I've dedicated over 14 years to the world of UX/UI design. I specialise in crafting designs that prioritise users, fostering teamwork, and delivering effective solutions for big brands.Leading teams through I complex projects is my expertise, using strategic design to enhance user engagement.

I'm also passionate about sharing my insights, you can catch my thoughts on Medium, and I'm a mentor on Adplist. With a lead role in UX research, I bring an extra layer of expertise to the table.

Tools

Design & Prototyping

Figma   FigJam   Adobe XD

Collaboration & Documentation:

Miro   Notion   Airtable

User Testing & Feedback

UserTesting   Optimal Workshop   Hotjar

Analytics & Insights

Chat GPT   Google Analytics

Experience

UX Consultant– Designer & Researcher

Quickly Hire, UK   **2024 to** Present

Delivering High Conversion Experiences for Diverse Clients

UX Strategist & Consultant: Guiding various clients to achieve exceptional conversion rates through strategic UX design. Conducting UX audits to pinpoint problem areas and identify quick-win opportunities.
Efficient Project Manager: Thriving in fast-paced environments, I adeptly modify strategies to meet tight deadlines. Leading UX research, generating comprehensive UX documents, and overseeing junior designers on-site to ensure timely delivery

Design Associate Director / Product Analyst

S&P Global, UK   **2020 to 2024**

Multifaceted UX Leader: Built and nurtured a high-performing in-house team, collaborating with agencies to deliver impactful solutions for complex enterprise data platforms.
UX Research Pioneer: Championed the introduction of user research, driving improvements in user satisfaction and product usability for enterprise data platforms.
Agile Design Collaborator: Led cross-functional teams and external agencies, applying agile methodologies to deliver user-centric solutions for enterprise data platforms.

Lead UX UI Designer

Interactive Investors, UK   **2018 to 2020**

Design System Architect: Built and launched a comprehensive design system and brand guidelines, boosting design consistency and user navigation across all platforms.
UX/UI Talent Catalyst: Mentored and coached a team of designers, fostering their skills and empowering them to deliver exceptional design solutions.
Mobile UX Champion: Led the UX/UI charge for the mobile squad, championing user-friendly mobile experiences and ensuring adherence to design guidelines.

Lead UX UI Designer

Galaxy Optical Services, UK   **2018**

Client-Centric Bridge Builder: Facilitated collaborative workshops between clients and businesses, fostering common ground and securing successful B2C partnerships for Galaxy Optical Services with major retailers like Marks & Spencer and Tesco.
User-Championed Design Advocate: Championed stakeholder alignment by integrating user insights into the design process, resulting in high-fidelity designs with cutting-edge features for a seamless online product selection experience.

Performance-Boosting Design Strategist: Implemented user-centered design principles and techniques, leading to measurable improvements in website performance metrics and exceeding client expectations.

Senior Experience Designer

EPAM Systems, UK   **2017 to 2018**

High-Impact Design Navigator: Guided UX design processes for diverse clients like HSBC, AMWAY, and Thomson Reuters, leading to innovative UX/UI strategies that boosted user engagement and satisfaction.
Collaborative Stakeholder Champion: Facilitated stakeholder meetings and workshops, effectively collecting insights and pain points from diverse client groups, ensuring user-centric design solutions that addressed both business needs and high user standards.
Agile Leadership Catalyst: Thrived in the fast-paced agency environment, leading design teams and actively participating in UX activities, driving productive collaboration and delivering impactful results.

Interface & Experience Designer

Desap Tech, UK   **2016 to 2017**

Experience/ Visual Designer

Kalibrate, UK   **2014 to 2016**

UX/UI Designer + Front End Developer

Freelancer, New Zealand   **2012 to 2014**

Interface & Experience Designer+ Front End Developer

Freelancer, Abu Dhabi   **2011 to 2013**

Education

Master's Degree in Graphic Design
University of Hertfordshire, UK

2011-2013

Bachelors in Fine Arts
Institute of Art & Design, PK

2000-2003

NN/g Certified UX Master

Mastered UX Management Specialty
(90+ hours training, advanced skills)

 2022

Excited to chat with you!
Thanks