

Zulfikar Mohammed

User Experience & Design

Tel: +44 (0) 7958 48 70 66

Email: zulfikar@do7.co.uk

Portfolio: do7.co.uk

Location: Maidenhead, Berkshire

Profile

Hands-on User Experience Lead with over 15 years of experience in financial services, software management, Shipping and within the research and digital environment. Expert knowledge of user-centered design process and HCI principles, with a background in Computer Science. Evaluating competitive and innovative interaction design approaches to identify best practices and encourage innovation. Always seeking ways in which user experience can make a measurable difference to people, process and technology.

I define the digital strategy objectives and vision, set objectives and tactical plans whilst managing a cohesive experience. Ability to manage multiple projects and meet deadlines; responsible for defining the visual identity, creating digital standards that reinforce the brand across various lines of business and customer touch points.

I manage and motivate teams of cross-platform designers/architects who work collaboratively to deliver intuitive and enjoyable product solutions. Leveraging key insights and proven design patterns to create compelling, best-in-class customer experiences across the product ranges. Conducting user research and usability testing to optimise existing taxonomies to improve future implementations.

Intuitively translating business needs into engaging, customer-focused solutions; working closely with product and marketing leaders to move rapidly from concept to launch, in high-volume businesses where creative excellence at scale is key.

Knowledge & experience

- 10+ years of experience directly managing cross-functional and remote teams (UK, US and India).
- 15+ years of experience as a UX designer on projects for high profile clients, including experience designing responsive web and native mobile applications. Ability to lead by example.
- Demonstrated ability to create and enforce processes, including creation of necessary documentation.
- Strong portfolio of work including digital strategy, workflows, wireframing, prototypes, UX strategy, high resolution designs, ideation, user flows, information architecture and user research documentation.
- Experience conducting user/stakeholder interviews, competitive analysis, and user testing sessions, creating recommendations that drive design strategy accordingly.
- Strong experience with data-driven design and usage data analysis.
- Excellent communication skills (both oral and written). Ability to confidently communicate and present to internal and external stakeholders including VIPs.
- Proactive self-starter who is highly detail oriented in both design and general professional organisation.
- 12+ years Aesthetic design experience (Axure RP Pro, OmniGraffle, Adobe).
- 12+ years Web development experience (HTML, CSS, JavaScript, RWD, Usability and Accessibility)
- Experienced in collaborating with managing global team members.
- Great skill in using data to improve products and differentiate the user experiences.
- Clear and confident communicator with an affinity for visual storytelling.
- Computer Science degree in Information Systems (2:1)

Professional experience

Lead UX Architect (contract) - A.P. Moller, Maersk, Maidenhead, Berkshire

Oct 2016 – Jun 2020 (3 years 10 months)

- Leading UX, visual design and research on the complete redesign of the Self Service Instant Booking and Quote applications.
- Working as part of a cross-functional team, collaborating with developers, product owners, architects, business analysts and stakeholders in creating journey maps, research plans and concepts from start-to-end of the project in an agile environment.
- Leading the analysis and creating of the user journey and experience prototyping for responsive web application.
- Liaising with key stakeholders to communicate the design thinking and rationale in review sessions.
- Working on Booking and Quote projects whilst feeding 3 agile scrum teams in pre-planning sessions for ongoing 2 week sprint cycles.
- Expert in prototyping software (Sketch, Figma, Axure RP 9, InVision, Milo) and creating of information architecture, workflows, concept development and interaction designs.
- Open, flexible attitude and embodies a can-do spirit in collaborating with other designers, developers and extended team members.
- Confidently presenting my work and the work of the team to stakeholders and in design review sessions.

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Head of User Experience & Design - Artesian Solutions, Reading, Berkshire

Nov 2015 – Jul 2016 (9 months)

- Leading the user experience team (x5) and reporting directly to the vice president of product management.
- Driving the team to define and drive the user experience vision for projects through design and development.
- Collaborating with visual designers and developers to ensure output matches the established vision for the project.
- Assisting in proposal creation and participating in pre-sale meetings with members of business development team to sell our strategy, UX processes, and ideas.
- Being a champion and change agent to embed a user-centric mind-set across product teams

Lead UX Designer - LANDESK Software, Bracknell, Berkshire

Nov 2015 – Jul 2016 (2 years)

- Leading the design team and reporting directly to the Senior Director of Engineering.
- Lead participatory design and user testing activities, as well as behavioural in-context and ethnographic research events.
- Estimate, plan, and lead all creative work (across all domains, including Visual Design, Information
- Conducting UX studies including A/B testing, UI review, Contextual Inquiries and Bench Marking.
- Propose, plan, facilitate, moderate, and analysing results from user research, focus groups, usability testing and market research.
- Advanced ability to conceive and document solutions through user flows, storyboards, wireframes, personas, prototypes, test cases, or written specifications and user stories.

Lead UX Designer - Affinion International, Slough, Berkshire

Jan 2011 – Dec 2013 (3 years)

Senior UX Designer - The AA, Head Office, Basingstoke, Hampshire

May 2009 – Dec 2010 (1 year 8 months)

Technical lead - HSBC Bank, Canary Warf, London

May 2001 – May 2009 (8 years 3 months)

Education

BSc Honors in Information Systems

University of West London (1996 - 1998)

Grade: 2:1

HND Computing

University of West London (1994 - 1996)

Grade: Distinction

Leisure Interests

I enjoy keeping fit at my local gym whenever possible and tinkering with new technology whenever i can get my hands on it. I also like travelling, reading and listening to music when i get some spare time.