

Usayed Mahmood

Experience Design Leader

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Summary

I'm a UX and HCI professional with 15 years of experience creating user-centered solutions that solve complex problems and drive real-world impact. My passion lies in cultivating design excellence within organizations by elevating UX maturity, fostering resourcefulness, and driving continuous innovation.

Work experience

frog

Sep 2024 – Current

Sr. Lead, Experience Design / Design consultant for McDonald's

- Lead the design execution of McDonald's enterprise tools that empower business strategists and marketers to deliver personalized offers and promotions to customers via the McDonald's app.
- Manage multiple innovation projects that bring ML and AI capabilities.
- Collaborate with global stakeholders to address diverse market needs and preferences.
- Champion user-centered design by facilitating usability testing and user interviews.
- Partner with Research, Content, and Accessibility teams to ensure global standards.
- Build and maintain design subsystems to ensure consistency and efficiency across all McDonald's digital experiences.

Walmart

Oct 2022 – Sep 2024

Principal UX Designer

- Doubled user engagement by designing Walmart Health & Wellness landing pages.
- Increased account creation success by 20% through streamlined Identity Verification.
- Enhanced design efficiency by building reusable components for the design system.
- Improved team workflows by standardizing processes and fostering collaboration.
- Cultivated a collaborative design culture by facilitating weekly office-hours, improving autonomy of our teams and creating avenues to cross-pollinate.

Past work experience

For more detailed overview of my past work experience, please view my [LinkedIn profile](#).

ShiftKey Sr. Product Designer	Feb 2022 – Sep 2022
Accelo Lead Design Strategist	Jan 2021 – Feb 2022
USAA Design Producer (Contract)	Jun 2020 – Sep 2020
KindHealth Lead UX Designer	Mar 2019 – Jun 2020
Clutch Analytics Lead UX & ScrumMaster	Nov 2016 – Mar 2019
Whirlpool Corporation Digital UX Designer (Contract)	Jun 2016 – Nov 2016

Awards and recognition

Collaborator Award Awarded by Walmart Engineering Team	2024
'What if' Award Awarded by Walmart Design Team	2023
1st place Award Shiftkey Annual Hackathon	2022
Certified ScrumMaster Scrum Alliance	2017
Nat Geo Feature Featured on the National Geographic Photo Gallery	2014

Education

MA, Human Computer Interaction University of Tasmania	2013 – 2014
BA, Industrial Design Graduation Swinburne University of Technology	2005 – 2009

Voluntary projects

Social Captain, ATX

2023 - 2024

Host local events as the social captain for Walmart Design Team in the Austin, TX area.

Design Systematically - UXPA Workshop

Nov 2023

Directed and hosted a design system workshop with UXPA Austin.

Heaven on Earth - Photography Exhibition

Aug 2015

Directed and hosted an earthquake relief project in partnership with Nat Geo Adventurer.

Tools

Design and ideation tools

Figma, FigJam, Miro, Mural, usertesting.com, Photoshop, Illustrator, Premiere Pro, Lightroom

Communication and management tools

AirTable, Jira, Confluence, Trello, Rally, Slack, Asana, Google Suite And Microsoft Suite

AI tools

Gemini, MidJourney and ChatGPT

Skills

Design and ideation skills

Design Thinking, Design Sprints, Sprint Planning, Crazy 8s, User Flow Mapping, Design Systems, Design At Scale, Design Documentation, Design Hand-Off, Prototyping, Storyboarding, User Flows, User Research, User Personas, Empathy Mapping, Journey Mapping, Usability Testing, Wire-Framing, Service Design, User Centered Design (UCD), User Experience (UX), User Interface (UI), Human Machine Interface (HMI), Human Computer Interaction (HCI)

Communication and management skills

Presentation, Storytelling, Requirements Gathering, Stakeholder Expectation Management, Ways Of Working, Team And Resource Management, KPI, OKR, Budgeting, T-Shirt Sizing, Priority Matrix, Fibonacci Estimation For Projects And Tasks, Design Workshops, PI Planning, Retrospectives, Agile, Scrum, Stand-Ups, Roadmap And Timeline Management