




USAYED MAHMOOD

PRODUCT DESIGN LEADER

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SUMMARY

I am a design leader who is passionate about creating human-centered experiences that make a difference. I have over 10 years of experience in UX and Industrial Design, and I am skilled in a variety of methods & tools. I am driven to solve complex problems with a holistic approach, and I am committed to increasing UX maturity, promoting resourcefulness within organizations, and enabling continuous innovation.

WORK EXPERIENCE

Walmart 10/2022 – Present

Principal UX Designer

- Manage and lead multiple projects across different lines of business.
- Design administrative tools for associate experiences
- Design and unify scheduling patterns across all customer experiences.
- Design the global identity verification for all lines of business.
- Build, maintain and document design subsystem libraries.
- Provide weekly consultation on systems thinking and workflows.
- Strategic planning with partners to give predictability for PI planning.
- Maintain content management systems with multiple stakeholders.
- Foster collaboration across internal and external design teams.
- Reviews with accessibility teams to ensure ADA and global standards.

ShiftKey 02/2022 – 09/2022

Sr. Experience Designer

- Conduct qualitative research by arranging user interviews.
- Work with data teams to synthesize quantitative data.
- Conduct design sprint with multiple teams and stakeholders.
- Create user flow maps for cross-functional team alignment.
- Research and establish the Design Language Systems.
- Redesigned the scheduling experience for ShiftKey client users.
- Created user personas to drive user focused conversations.

Accele 01/2021 – 02/2022

Design Strategist | Lead UX

- Establish design pillars and methodologies to increase UX maturity.
- Build global teams to promote design driven development.
- Enhance design system with new and improved brand strategy.
- Play in a hybrid role as a Manager and IC to support my teams.
- Promote resourcefulness with tested systems to deliver faster.
- Facilitate collaboration across time-zones for design engagement.
- PI planning with stakeholders to strategize product roadmap.

USAA 06/2020 – 09/2020

Design Producer (Contract)

- Enable cross-team collaboration by facilitating agile ceremonies.
- Create and track UX strategies, methodologies and UI specs on Rally.
- Work on the product roadmap with Design Directors and Design Leads.
- PI planning and requirements gathering with business stakeholders.
- Facilitate research share-outs to stay on top of UX and HCI trends.
- Coordinate design sprints, retrospectives and design reviews.

KindHealth 03/2019 – 06/2020

Lead User Experience Designer

- Built KindHealth's entire Atomic Design System from scratch.
- Created Hi-Fi userflow of the entire web experience on Sketch.
- Moderated Zeplin workflow and handoff with Product and Dev Teams.
- Conducted research studies and user surveys on usabilityhub.com.
- Ran usability tests via usertesting.com with InVision prototypes.
- Created wireframes and paper prototypes to get early feedback.
- Weekly requirements gathering with COO and VP of Product.

Clutch Analytics 11/2016 – 03/2019

Lead UX And CSM

Details on my LinkedIn: www.linkedin.com/in/usayed

Whirlpool Corp. 06/2016 – 11/2016

Digital UX Designer

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RECOGNITION

'What if' Award

Walmart Design Summit, 2023

Collaborator Award

Walmart Cross Functional Teams

1st prize winner

Shiftkey Hackathon. 2022

Certified ScrumMaster

Scrum Alliance, 2017

Photography Feature

National Geographic, 2014

Certificate of Excellence

Malaysia Design and Innovation Center, 2009

EDUCATION

MA, Human Computer Interaction

University of Tasmania, 2014

BA, Industrial Design

Graduation

Swinburne University, 2009

VOLUNTARY PROJECTS

Design Systematically

Design System Workshop with UXPA Austin and UXPA UT, 2023

Heaven on Earth

Photography Exhibition

Earthquake relief project with Nat Geo Adventurer, 2015

Swisscontact Katalyst Project

Quality seed mini packet case study, 2015

TOOLS OF USE

Figma, FigJam, Sketch, Zeplin, InVision, Miro, Mural, Photoshop, Illustrator, Premiere Pro, Lightroom, SolidWorks, SketchUp, JIRA, Trello, Rally, Slack and Asana.

HOBBIES

Hiking, Photography, AI art, Audible books, Podcasts and Lego.