



# USAYED MAHMOOD

## DESIGN STRATEGIST

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### Recognition

**Certified ScrumMaster**  
from Scrum Alliance, 2017

**Photography Feature**  
National Geographic, 2014

**Certificate of Excellence**  
Malaysia Design and  
Innovation Center, 2009

### Education

**University of Tasmania**  
MA, Human Computer Interaction  
Graduation - 12/2014

**Swinburne University**  
BA, Industrial Design  
Graduation - 09/2009

### Voluntary projects

**Heaven on Earth - Exhibition**  
Nepal earthquake relief fund  
project, 2015

**Swisscontact - Katalyst Project**  
Quality seed mini-packet case  
study, 2015

### Tools of trade

Figma, Sketch, Zeplin, InVision,  
Balsamiq, Axure, Mural, AEM,  
Photoshop, Illustrator, Premiere  
Pro, Lightroom, Proto.io,  
SolidWorks, SketchUp, Blender,  
JIRA, Trello, Rally, Slack, Asana,  
Heap, UserVoice, Periscope data  
and Google Analytics

### SUMMARY

I am a design professional with 10+ years in UX, HCI and Industrial Design. My experience ranges from R&D, manufacturing to startups and enterprises. I love to solve complex problems with a holistic approach but deliver simple and elegant user experiences. I strive to bring autonomy and increase UX maturity within organizations to promote resourcefulness and enable continuous innovation.

### WORK EXPERIENCE

#### **Accelo, 01/2021 – Present** **Lead Design Strategist**

- Establish design pillars and methodologies to increase UX maturity
- Build specialized global teams to promote design driven development
- Enhance the design system with new and improved brand strategy
- Promote resourcefulness with tried and tested systems to deliver faster
- Ensure short & long term solutions are balanced for continuous improvement
- Facilitate global and local cross-collaboration to maximize design engagement
- PI planning with business 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, Lead UX and CSM, 11/2016 – 03/2019** Details on my Linkedin: [www.linkedin.com/in/usayed](http://www.linkedin.com/in/usayed)

#### **Whirlpool Corp, Digital UX Designer, 06/2016 – 11/2016** Details on my Linkedin: [www.linkedin.com/in/usayed](http://www.linkedin.com/in/usayed)