

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,
Axure, Miro, 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 over 10 years in UX, HCI and Industrial Design. 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

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
- Balance short & long term solutions for continuous improvement
- 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, Lead UX and CSM, 11/2016 – 03/2019

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

Whirlpool Corp, Digital UX Designer, 06/2016 – 11/2016

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