



USAYED MAHMOOD

PRODUCT DESIGNER

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RECOGNITION

Shiftkey Hackathon

1st prize winner, 2022

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

HOBBIES

Hiking, Photography, Web3, Learning about new technologies, Reading and playing with my kiddo.

SUMMARY

I am a product designer 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

ShiftKey, 02/2022 – Present

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.

Accelo, 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, 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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