

**MOHAMMED SALEEM**

UX Designer



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<https://saleemm.com/><https://www.linkedin.com/in/illusterus/>**PROFESSIONAL SUMMARY**

Research driven digital experience designer with experience working in product design, application development, digital strategy, design & tech team building, and project operations.

- Designing enterprise grade applications by conducting user research, surveys, interviews, usability testing, and data analysis to gather information about the target audience..
- Comfortable working under the **Agile SCRUM** model with 2 weeks iterations as well as **water-fall methodology**.
- Dealing with **on-site and off-shore teams, customers, and stakeholders**.

**AWARDS & ACCOMPLISHMENTS**

- Featured in a Design Podcast: We Design Tomorrow - *January 2023, Octonion Design Solutions*
- Presented a talk on “Business of Design”, at Design Days22, hosted by Salesforce Designers and co hosted by Interaction Design Foundation, Hyderabad - *October 2022, Octonion Design Solutions*
- Presented a talk at UX India, India’s biggest conference on User Experience Design: “Designing Voice User Interfaces” - *September 2019, Pegasystems*
- Conducted knowledge sharing sessions on “Design Systems, Design Sprint” to Dev teams. - *December 2018, Pega Systems*
- “WE TEAM” Award for aligning design team efforts with the organization’s business goals - *July 2017, Pegasystems*
- “CDG STAR” award for successful closure of i-Trade Product Design (NCBC - Saudi Arabia) - *September 2012, Infosys Technologies*
- CDG Innovator award for winning entry in Gone for Brooke design competition - *February 2011, Infosys Technologies*
- Recognized for Positive attitude, Dedication and Responsible towards all challenges that I took up and follows up till Completion - *October 2010, W3 Industries*
- Outstanding contribution award for consistently delivering creative design services & Generating new business in CDS in Cisco - *January 2008 Virtusa India Pvt. Ltd.*

**WORK EXPERIENCE**

Organization	Title / Role	Period
Octonion Design Solutions Llp.	UX Architect / Lead	Jan 2, 2020 – Present
Pegasystems	User Experience Designer	Dec 3, 2012 – Oct 31, 2019
Infosys Technologies Ltd.	User Interface Lead	Mar 28, 2011 – Nov 29, 2012
W3 Offshore Development Center	Interaction Designer	Oct 7, 2008 – Mar 23, 2011
Virtusa India Pvt. Ltd.	User Interface Engineer	Sep 1, 2006 – Aug 1, 2008
Indax Internet Services Pvt. Ltd.	Web Designer	Aug 1, 2003 – Feb 24, 2006
Strabus Software Solutions Pvt. Ltd.	Web Page Designer	Apr 17, 2000 – July 30, 2003

## **UX Architect / Lead**

Octonion Design Solutions, Hyderabad, INDIA

January 2, 2020 – Present

**Save Me** (Jun 2022 - till date) - SaveMe App is an independent movement providing assistance to the sexual misconduct victims. Mission is to champion dignity and compassion for those harmed by crime and crisis.

**MedSkillz** (Feb 2023 - till date) - Medskillz education group is an organization that provides hands-on and interactive medical education to healthcare professionals.

**Cris.Care** (Jun 2020 – Jan 2021) - Cris.Care is a software solution for hospitals and medical facilities that delivers high-quality Clinical Documentation to support Clinical Coding and Activity Based Funding.

**Almuzaini Exchange Remittance App** (Nov 2020 – Apr 2021) - Almuzaini app enables the customers to remit their money in 1-step process. Activate account in easy steps and explore online features on mobile phone.

**Thinkdeeply AI Market Place** (Oct 2022 – March 2023) - An enterprise grade AI Market place with the core strength lies in helping business quickly realize the benefits of Artificial Intelligence and Machine Learning.

## **All Responsibilities**

- Lead ideation, concept explorations, digital strategy definition, and solution execution for Octonion Design's digital services and products across channels and services.
  - Thinking strategically about the improvement by conducting usability reviews, identifying UX issues, and proposing design recommendations.
  - Conduct and structure UX research efforts such as Top Tasks Management and Persona Research with customers to make data-driven design decisions
  - Validated the design by conducting user testing to track how real users interact with the product. Identify any problems with the design and develop solutions.
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## **User Experience Designer**

Pegasystems, Hyderabad, INDIA

December 3, 2012 – October 31, 2019 (5 years 11 months)

**Pega Applications (Communications, Healthcare & Life Sciences)** (Dec 2012 - Jun 2016) - Pega industry applications provides solutions for 9 categories of industries.

**Pega Social** (Jul 2016 - Oct 2019) - Pega Pulse adds social activity stream capabilities to applications built on Pega. This feature facilitates collaboration and conversation among application developers and users. Enabling users to share instant messages, files, and URLs with other users.

## **All Responsibilities**

- Responsible for designing cohesive and intuitive UX and design kit for the Pega Applications (Pega Communications & Pega Life Sciences) to ensure that the UX design aligns with business goals, meets user needs.
- Established Pega applications design kit, style guidelines, and best practices. This includes defining the design language, layout, typography, and color scheme.
- Responsible for building the Pega Social platform from the ground up – from research to design.
- Researched, designed, and tested digital experience for a new product features in Pega Social, Pega Case Management, Pega Survey, Text Analytics and Pega Integration in Pega platform.
- Design wire-frames, site maps, written concepts, process flows, and build clickable wire-frame prototypes
- Present the nature of the experiences, both in person and remote, to product owners, internal project teams, clients, client leadership, and developers
- Work closely with Program Manager, stakeholders to conduct primary and secondary user research Conduct, design, and/or advise on user testing and use findings to inform additional iterations of the user experience

## **User Interface Lead**

Infosys Technologies Limited, Bangalore, India

March 28, 2011 - November 29, 2012 (1 year 8 months)

**NCB Capital Trading Application** (Dec 2012 - Jun 2016) - NCB Capital is a largest Asset Manager in the Kingdom of Saudi Arabia. NCB Capital 'snew Mobile application is the first of its kind in Saudi Arabia as it provides you with a Global trading experience that provides many investment's features.

### **All Responsibilities**

- Lead redesign of largest Asset Manager in the Kingdom of Saudi Arabia NCB Capital Trading application.
  - Lead and mentor a team of UX Designers to ensure project is delivered on time, adhering to UX standards.
  - Created storyboards and personas as per users, and incorporated them into design Decisions, resulting in an improved and significant design creation.
  - Partnered with three project managers and one other lead designer to uncover insights and translate concepts into features that address customer behaviors and motivations. Defined the product with project manager.
  - Evangelized customer goals and business goals. Prioritized and negotiated features for launch and beyond. Guide designers, assist in breaking work into individual tasks, and mentor designers
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## **Interaction Designer**

W3 Offshore Development Center, Hyderabad, INDIA

October 7, 2008 to March 23, 2011 (2 years 6 months)

**Website Design and Development with w3 Industries CMS Platform** (Oct 2008 - Mar 2011) - W3 web content management system. created as a tool to publish web content, including more traditional websites, mailing lists and Internet forum, media galleries, membership sites, learning management systems and online stores.

### **All Responsibilities**

- Designed engaging and responsive landing pages
  - Integrated W3 Industries CMS program and data feeds into websites
  - Employed industry and design best practice through website build process
  - Conducted website testing Collaborated with back-end developers to ensure proper integration
  - Ensured website function and stability across devices i.e. desktop, mobile, tablet
  - Provided internal & external customer support throughout the build and launch process of the website
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## **User Interface Engineer**

Virtusa India Private Limited, Hyderabad, INDIA

September 1, 2006 to August 1, 2008 (1 year 11 months)

**CISCO Offsite Development Ceneter** (Oct 2008 - Mar 2011) - Off-site design team for Cisco an American-based multinational digital communications technology conglomerate corporation headquartered in San Jose, California.

### **All Responsibilities**

- Worked as a creative designer as part of CDS (Cisco off-site development center)
- Involved in 2007 Cisco re-branding to create a brand new marketing assets for CISCO in a record time
- In less than 4 months designed elegant corporate communications, knowledge base videos adhering to the new Cisco branding guidelines
- Developed organizational pages, corporate presentations, interactive videos, employee educational material and email communication templates
- Collaborate with other designers to maintain design consistency and coherence across deliverables.

## Web Designer

Indax Internet Services Private Limited, Hyderabad, INDIA

August 1, 2003 to February 24, 2006 (2 years 7 months)

Designing creative website design. Responsible for visualizing ideas, designing supporting assets, creative project management, and serving as a liaison between creative and strategy teams. Projects involve experiential design, web design, e commerce applications design and brand identity design for clients.

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## Web Page Designer

Strabus Software Solutions Private Limited, Hyderabad, INDIA

April 17, 2000 to July 30, 2003 (3 years 3 months)

I was one of the early adopters of UX Design and Product Design in India, Worked on financial and banking applications for USA top banks (**Bank Oxygen product**). Worked on converting legacy paper based documents to digital **EPR systems (Strabus ERP)**. Worked on **Java Application Development Utility (JADU Product)** which generates scalable, high-performance, database backed business applications for the Web at magical speed.

## EDUCATION & CERTIFICATIONS

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### Post Graduate Diploma in Business Management

University of Hyderabad, 2016 - 2017

### Post Graduate Diploma in Project Management

University of Hyderabad, 2013 - 2014

### Certified User Experience Designer

Infosys Technologies Limited, 2011 - 2012

### Advanced Diploma in Multimedia

Prism Multimedia, 2000 - 2002

### Graduate in Bachelor of Science

Osmania University, 1996 - 1999

## SKILLS, TOOL & TECHNOLOGIES

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**Design Skills:** User Research, User Experience Design, Interaction Design, Visual Design, Interactive Prototyping, Web Design, Mobile Design, Motion Graphics and Illustration, Design Systems, Usability Testing, Information Architecture (IA), UX Review, User Personas, Competitive Analysis, Market Research, Competition Research, Sprint Planning, .

**Tools:** Adobe Creative Suite, Figma, Sketch, Invision, Balsammiq, Webflow, Just in Mind, Canva, Miro, Maze (for usability testing).

**Technologies:** HTML, CSS, Java Script, PHP, Node.js, Objective-C, Python, Firebase, WordPress, iOS 11, Android, Linux, iOS, Java EE, MacOS, Windows, Amazon Web Services (AWS)