

Saleem Mohammed

User Experience Designer

www.saleemm.com
(469) 751 8887
saleem2310@gmail.com
linkedin.com/in/illusterus
Farmers Branch, Texas 75235

PROFESSIONAL SUMMARY

Bringing over 20+ years of design and technology experience spanning product design, application development, digital strategy, design & tech team building, and project operations in the Technology, Banking, Financial Services and Healthcare domain.

I have combination of user experience (UX) and user interface (UI), Interaction Design (ID), Information Architecture (IA), UX research, Product Strategy skills in designing intuitive, usable, and accessible products. Hands-on expertise in User Research, Product Design, Information Architecture and Application Development. Strong experience in Design Sprint, Scrum Methodologies.

WORK EXPERIENCE

Octonion Design Solutions, UX Architect/Lead

Jan 2, 2020–PRESENT. Hyderabad, India

- Spearhead several projects, SAAS products and internal tools
- Lead ideation, concept explorations, digital strategy definition, & solution execution for Octonion design services and products across channels and services

Pega Systems, User Experience Designer

Dec 3, 2012–Oct 31, 2019. Hyderabad, India

- Responsible for building the Pega Social platform from the ground up.
- Designed digital experiences for a new features in Pega Social, Pega Case Management, Pega Survey, Text Analytics and Pega Integration.

Infosys Technologies Limited, User Interface Lead

Mar 28, 2011 – Nov 29, 2012. Hyderabad, India

- 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.

W3 Offshore Development Centre, Interaction Designer

October 7, 2008 – March 23, 2011. Hyderabad, India

- Designed engaging and responsive landing pages.

Virtusa India Private Limited, User Interface Engineer

September 1, 2006 – August 1, 2008. Hyderabad, India

- Worked as a creative designer as part of CDS (Cisco off-site development centre).
- Involved in 2007 Cisco re-branding to create a brand new marketing assets for CISCO in a record time

Indax Internet Services Private Limited, Web Designer

August 1, 2003 – February 24, 2006. Hyderabad, India

- Responsible for visualising ideas, designing websites, creative project management, and serving as a liaison between creative and strategy teams.

AWARDS & ACCOMPLISHMENTS

Featured in a Design Podcast: We Design Tomorrow

January 2023

Presented a talk on “Business of Design”, at Design Days22, hosted by Salesforce Designers and co hosted by Interaction Design Foundation, Hyderabad

October 2022

Presented a talk at UX India, India’s biggest conference on User Experience Design: “Designing Voice User Interfaces”

September 2019

Conducted knowledge sharing sessions on “Design Systems, Design Sprint” to Dev teams.

December 2018

Award for aligning design team efforts with the organization’s business goals

July 2017

“CDG STAR” award for successful closure of i-Trade Product Design (NCBC – Saudi Arabia)

September 2012

CDG Innovator award for winning entry in Gone for Brooke design competition

February 2011

Recognized for Positive attitude, Dedication and Responsible towards all challenges that I took up and follows up till Completion

October 2010

Outstanding contribution award for consistently delivering creative design services & Generating new business in CDS in Cisco

January 2008

Strabus Software Solutions Private Limited, Webpage Designer

April 17, 2000 – July 30, 2003. Hyderabad, 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 Prod-uct) which generates scalable, high-performance, database backed business applications for the Web at magical speed.

SELECTED PROJECTS

Oct 2022 – March 2023

Thinkdeeply AI Market Place, UX Designer

About the Project: An enterprise grade AI Market place with the core strength lies in helping business quickly realize the benefits of Artificial Intelligence and Machine Learning.

My Role: End to end Project Management from UX Design and Application Development

Jun 2022–PRESENT

SAVE ME, UX Manager

About the Project: SaveMe is a ramification project for reporting platform of sexual misconduct (sexual harassment, sexual assault, rape)

My Role: End to end Project Management from UX Design and Application Development

Nov 2020 – Apr 2021

Almuzaini Exchange Remittance App, UX Designer

About the Project: 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.

My Role: End to end Project Management from UX Design and Application Development

Jul 2016 – Oct 2019

Pega Social, UX Designer

About the Project: 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..

My Role: UX owner for Communications, Healthcare & Life Sciences industry applications

Jul 2016 – Oct 2019

Pega Industry Applications, UX Designer

About the Project: Pega's customer engagement and industry applications can shorten the delivery time frame of your business application.

My Role: Responsible for building the Pega Social from the ground up – from research to product strategy and design.

Dec 2012 – Jun 2016

NCB Capital Trading Appliation, UX Designer

About the Project: NCB Capital is a largest Asset Manager in the Kingdom of Saudi Arabia. NCB Capital's new Mobile application is the first of its kind in Saudi Arabia as it provides Global trading experience and many investment's features.

My Role: Lead redesign of NCB trading portal on three different environments (Web App, Desktop App and Mobile App).

EDUCATION & CERTIFICATION

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, TOOLS & TECHNOLOGIES

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

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

Soft Skills: Client Interviewing, Requirements Gathering, Presentation, Project Management Resource management, Business Planning, Marketing Research, Social Media Marketing.

Technologies: HTML, CSS, Java Script, WordPress, Amazon Web Services (AWS)