# Ishtiaq Shaheer

Location: Bengaluru, Karnataka, 560100 – India
Phone: +91 95138 04613
Email: ishishtiaqshaheer@gmail.com
LinkedIn: https://www.linkedin.com/in/ishtiaqshaheer/
Portfolio: https://ishtiaqshaheer.in/

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## *Professional Summary*

- 7+ Years of **UI/UX Design** Experience in different industry verticals.
- 80+ Websites, Web Applications, Mobile Applications has been delivered.
- Proven ability to handle multiple, competing priorities in an effective manner.

Driven UI/UX Designer with a comprehensive background in digital product development, offering a blend of technical acumen and creative prowess. Leveraging a deep understanding of user-centric design methodologies and behavioral psychology, I aim to craft innovative interfaces that resonate with user needs and surpass business objectives.

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## *Skills*

- Wireframing & Prototyping
- Front End Development
- Project Management
- Multitasking abilities
- Leadership
- Quick Learner

- Attention to details
- Websites & Web Apps Design
- Creativity & Detail-Oriented
- Product Management
- Collaboration & Communication
- Adaptability

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## *Highlights*

- Process Optimization: Continually refined the design process, implementing best practices and ensuring efficiency.
- Tool Implementation: Introduced and integrated new design and collaboration tools to enhance team productivity.
- Design Advocacy: Promoted the value of design throughout the organization, elevating its importance in product decisions.
- Continuous Learning: Advocated for regular training sessions, keeping the team updated with industry trends.
- Feedback Culture: Fostered an environment of constructive feedback, ensuring iterative improvement.
- Brand Alignment: Ensured all designs adhered to brand guidelines, maintaining consistency across products.
- Strategic Vision: Set the UX direction, influencing product strategy and ensuring alignment with business goals.
- Stakeholder Relations: Built strong relationships with key stakeholders, presenting design solutions and securing buy-in.
- Advanced Prototyping: Created advanced interactive prototypes to simulate the end product, driving accurate feedback.
- Remote Collaboration: Led remote design teams, ensuring clear communication and consistent output.
- End-to-End Projects: Managed entire design projects from conceptualization to implementation, ensuring timely delivery.
- UX Research: Spearheaded user research efforts, translating insights into design improvements.
- Design Systems: Developed and maintained a robust design system, streamlining product development.
- Accessibility: Ensured designs met global accessibility standards, broadening user inclusivity.
- Collaborative Work: Worked closely with developers, product managers, and marketers to align on project goals.
- Tech Alignment: Stayed updated with technological advancements, ensuring design compatibility.
- Feedback Integration: Seamlessly integrated feedback from various departments to refine designs.
- Responsive Design: Crafted designs that are seamless across devices from desktops to mobile phones.
- Color Theory: Applied a deep understanding of color theory, ensuring designs are visually appealing and accessible.
- User Personas: Assisted in creating and refining user personas, guiding design decisions.
- Typography: Demonstrated a keen eye for font pairing and hierarchy, enhancing content readability.

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## *Work Experience*

**Systems Integration Advisor |** NTT DATA – Information Processing Services Pvt Ltd. **|** Aug 2022 - Present

- Instituted robust UI/UX best practices and standards, ensuring design scalability and repeatability across products.
- Directed user research initiatives, translating insights into actionable design improvements for a flagship product.
- Conducted cross-functional workshops, fostering design thinking across teams and ensuring alignment of 8+ product lines with overarching brand values.
- Led the development of a modular design system, facilitating efficient design-to-code handovers and cross-product consistency.
- Piloted the UI UX strategy for diverse verticals including ITSM, Finance, and Smart Manufacturing, employing heuristic evaluations and competitive analyses to drive decisions.
- Steered the UI conceptualization and wireframing for an innovative Ideas platform using tools like Sketch and Figma, ensuring responsive designs across devices.
- Played a pivotal role in usability testing, iterating upon feedback to enhance the Car Asset tracking platform's user journey.

**UI UX Designer |** NTT DATA (Ark Infotech Pvt Ltd - Contract) **|** Oct 2021 – Aug 2022

- Championed a user-centric approach, leading the UX discovery phase for medical applications, incorporating user personas, journey maps, and empathy charts.
- Developed high-fidelity interactive prototypes for a Sales Tracker and an Employee Asset Management system, ensuring stakeholder buy-in through iterative feedback loops.
- Mastered low code platforms, streamlining the design-to-development pipeline and expediting go-to-market timelines.
- Collaborated with multidisciplinary teams, fostering a holistic product development approach, from ideation through launch.

**Software Engineer |** Kognoz Technologies Pvt Ltd **|** Jun 2020 – Oct 2021

- Steered end-to-end product lifecycle management, from requirement gathering to post-launch analytics.
- Spearheaded rapid prototyping initiatives using Adobe XD, facilitating swift stakeholder approvals and iterative improvements.
- Synthesized technical requirements with user needs, ensuring frontend implementations mirrored design intents.
- Managed cross-functional SCRUM teams, emphasizing iterative deliveries, sprint planning, and backlog grooming.

**UI UX Designer |** Raksys India LLP **|** Nov 2019 – Apr 2020

- Pioneered a data-driven design approach for website revamps, utilizing A/B testing, heatmaps, and user feedback.
- Conceptualized intuitive multilingual UIs with a focus on cultural nuances and localization for both Arabic and LTR audiences.
- Innovated on SharePoint UX, leveraging design systems and component libraries for scalability.

**UI UX Designer |** Flatworld Solutions Pvt Ltd **|** Nov 2017 – Sep 2019

- Curated tailored user experiences across diverse platforms, ensuring touchpoint coherence and brand voice consistency.
- Liaised with mobile development teams, ensuring adaptive and fluid designs for iOS & Android ecosystems.
- Integrated JavaScript-powered micro-interactions, elevating the tactile feedback and user engagement of digital platforms.

**Embedded Engineer |** Next Labs **|** Feb 2017 - Oct 2017

- Led the nexus of hardware and software in IoT solutions for Home Automation, guaranteeing seamless user interactions.
- Orchestrated firmware development and PCB layouts, emphasizing modularity and scalability for diverse home environments.

**Lead Facilitator and Technical Consultant |** Avurtana Learning Pvt Ltd **|** Sep 2016 – Feb 2017

- Curated immersive training experiences, infusing practical modules with cutting-edge electronics and robotics principles.
- Mentored a cohort of 40, emphasizing project-based learning and fostering a growth mindset.

**Embedded Trainer (Part-time) |** CMOS Research Labs **|** Feb 2014 - May 2015

- Delivered exceptional level of training to each student by listening to concerns and answering questions and handling major projects of their graduation.

**Marketing & Information Manager (Part-time) |** AIESEC **|** Sep 2012 – Aug 2013

- Planned marketing initiatives and leveraged referral network to promote business development.
- Increased brand awareness by developing technical and non-technical marketing collateral and presentations, public relations campaigns, articles, and newsletters. Generated attractive and consistent graphic designs for use in all types of marketing.

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*Education*

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| Institution: | SRK Institute of Technology, Andhra Pradesh, India (Aug 2011 – Apr 2015) |
| Degree: | Bachelor of Technology, Electronics & Communication Engineering |

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*Additional Information*

**Industry Expertise:**
- Proficient in designing for sectors like ITSM, Manufacturing, Healthcare, Finance, E-learning, E-commerce, and IT.

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**Design Tools & Technologies:**
- Proficiency in Adobe XD, Adobe Creative Suite, Balsamiq, Figma, WordPress

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**Awards & Recognitions:**
- While I've chosen to let my work speak for itself, I've consistently been acknowledged for my innovative design solutions, holistic approach, and the ability to elevate user experiences across diverse platforms with impeccable quality of work.

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**Professional Development:**
- Consistent learner, augmenting skills through platforms like IxDF, Online Webinars and LinkedIn Learning.
- Proven record of bridging design, technical, and business stakeholders, ensuring a unified product vision.

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**Unique Attributes:**
- Rigorous advocate for design's role in problem-solving, emphasizing a balance between aesthetics and functionality.
- A staunch believer in inclusive and accessible design, ensuring digital platforms cater to diverse user groups.
- Relentless drive for simplicity and clarity in design, creating frictionless user journeys and memorable experiences.