

Zulfikar Mohammed

58 York Road,
Maidenhead, Berkshire
SL6 1SJ

Mobile : **07958 487066**
E-mail : zulfikar.mohammed@gmail.com
Portfolio: www.domain7.co.uk

Personal Profile:

Hands-on User Experience Lead with over 15 years of experience in financial services, software management and within the research and digital environment. Expert knowledge of user-centered design process and HCI principles, with a background in Computer Science. Evaluating competitive and innovative interaction design approaches to identify best practices and encourage innovation. Always seeking ways in which user experience can make a measurable difference to people, process and technology.

I define the digital strategy objectives and vision, set objectives and tactical plans whilst managing a cohesive experience. Ability to manage multiple projects and meet deadlines; responsible for defining the visual identity, creating digital standards that reinforce the brand across various lines of business and customer touch points.

I recruit, build, manage and motivate teams of cross-platform designers/architects who work collaboratively to deliver intuitive and enjoyable product solutions. Leveraging key insights and proven design patterns to create compelling, best-in-class customer experiences across the product ranges. Conducting user research and usability testing to optimise existing taxonomies to improve future implementations.

Intuitively translating business needs into engaging, customer-focused solutions; working closely with product and marketing leaders to move rapidly from concept to launch, in high-volume businesses where creative excellence at scale is key.

Qualifications:

- 8+ years of experience directly managing cross-functional and remote teams (UK, US & India).
- 15+ years of experience as a UX designer on projects for high profile clients, including experience designing responsive web and native mobile applications. Ability to lead by example.
- Demonstrated ability to create and enforce processes, including creation of necessary documentation.
- Strong portfolio of work including digital strategy, workflows, wireframing, prototypes, UX strategy, high resolution designs, ideation, user flows, information architecture and user research documentation.
- Experience conducting user/stakeholder interviews, competitive analysis, and user testing sessions, creating recommendations that drive design strategy accordingly.
- Strong experience with data-driven design and usage data analysis.
- Excellent communication skills (both oral and written). Ability to confidently communicate and present to internal and external stakeholders including VIPs.
- A proactive self-starter who is highly detail oriented in both design and general professional organisation.
- 12+ years Aesthetic design experience (Axure RP Pro, OmniGraffle, Adobe Creative Suite)
- 12+ years Web development experience (HTML, CSS, JavaScript, RWD, Usability and Accessibility)
- Experienced in collaborating with managing global team members (Overseas and UK based).
- Ability to simplify and turn complex interactions into intuitive user experiences.
- Ability to synthesise and focus ideas, research and creative vision into tangible direction for product owners.
- Ability to empathise with user groups, needs, and mental models.
- Data sleuth – great skill in using data to improve products and differentiate the user experiences.
- Clear and confident communicator with an affinity for visual storytelling.
- Computer Science degree in Information Systems (2:1)

Employment:

Oct 16 – current Senior UX Architect (Contract)
Maersk Line, Maidenhead, Berkshire

Maersk, the world's largest shipping company (\$20 billion net worth) has built its vast fortune on owning and operating container ships and ports, as well as being heavily involved in logistics, oil and gas.

Maersk wants to redefine the shipping market with its new self-service online portal. Manually processing 31,428 quotes daily into an automated Online Quote/Booking process. The new solution is expected to achieve yearly benefits of \$30.42 million.

I am the Lead UX Architect for this project accountable for creating the consistent and unified end-to-end solution. Actively participating in interaction design, strategy, research, product definition (MVP and features), governance

of digital standards, roadmap planning (MoSCoW and backlog grooming), UX and design peer reviews along with managing a team. Working closely with Product Owner, Business Analysts and Solution Architects to produce specifications based on requirements and feedback from customers and internal business representatives.

Nov 15 – Jul 16 **Head of User Experience and Design**
(9 months) **Artesian Solutions, Reading, Berkshire**

Summary:

Responsible for contributing to the success of major accounts for world-class clients. Experience ideating concepts and delivering digital solutions with impact. Experience managing teams and pushing boundaries to drive high quality work that exceeds expectations. Passionate about sharing tried and tested as well as emerging UX tools and techniques with designers hungry to learn the ropes. Natural problem solver who can communicate effectively with both clients and colleagues, working hand-in-hand with other disciplines from pitch stage through to optimisation. Thriving in an environment that values collaboration, applauds bravery, and awards craftsmanship.

Key responsibilities:

- Leading the User Experience team (x5) and reporting directly to the VP of Product Management.
- Managing the UX Team, including hiring, team allocation, education, performance reviews and oversight.
- Driving strategy through research, analysis, and recommendations and guiding the team to do the same.
- Driving the team to define and drive the user experience vision for projects through design and development.
- Being ultimately responsible for all UX output from the team. Reviewing and providing feedback for artifacts generated by the team.
- Leading and creating UX designs for all Artesian Solutions most important projects.
- Collaborating with Visual Designers to ensure output matches the established vision for the project.
- Confidently presenting my work and the work of the team to stakeholders and VIPs.
- Assisting in proposal creation and participating in pre-sale meetings with members of Business Development team to sell our strategy, UX processes, and ideas.
- Working with developers to ensure our end products are in-line with the visions established by the UX team.
- Creating and curating the UX vision and direction for the organisation
- Being a champion and change agent to embed a user-centric mind-set across product teams
- Ground decision-making in rich customer insights and research throughout the product life-cycle
- Capturing the voice-of-the-user to build mature, actionable personas
- Working with internal partners to brainstorm and create cross-channel concepts
- Collaborating closely with product owners on backlog and strategic planning
- Establishing design-thinking best practice to drive great end-to-end experiences

Experience:

- Expert knowledge of user-centred design, processes and UX principles
- Able to plan and facilitate UX workshops with user groups
- Strong conceptual skills with an ability to create original solutions based on user needs
- An excellent team player with superior communication skills
- A strategic mindset, constantly looking to the next challenge
- Experience with Axure, Omnigraffle, Adobe Creative Suite products and HTML Technologies

Dec 13 – Nov 15 **Head of User Experience and Design**
(2 years) **LANDESK Software, Bracknell**

Summary:

As the Head of User Experience and Design, I have a deep understanding of user-centred research, design, front-end development, content strategy, and brand strategy to lead a design team of 9 both in the UK and US in the development and production of quality creative solutions that meet LANDESKs business objectives and goals.

Proactive, forward thinking, thought leader who is always abreast of industry trends and is passionate about digital innovation. Excellent stakeholder management skills, providing rational decisions and decisive direction. Good listener and will take on board team members' ideas when logic supports them. Always have the best interests of my team at heart and will promote their skills and drive their professional growth.

Confident and enthusiastic communicator that is not afraid to get stuck in and help see UX undertakings through to delivery. Have strong communication skills, leading creative pitch work and multiple digital projects, presenting ideas to senior client stakeholders and internal directors. I revel in being challenged about my designs and will be able to justify them eloquently and convincingly.

Key responsibilities:

- Leading the design team (x9) and reporting directly to the Senior Director of Engineering.
- Drive, oversee, and provide thought leadership in the assessment of existing applications for usefulness, usability, visual design, content, and branding.
- Lead participatory design and user testing activities, as well as behavioural in-context and ethnographic research events.
- Build visually compelling frameworks that simply convey complex conceptual relationships.
- Identify opportunities to create business value and improve the user experience (based on user research); organise opportunities into visually compelling matrices or maps.
- Lead participatory requirements gathering activities, including the analysis and synthesis of requirements definition; present feature lists and requirements documents to senior clients.
- Lead stakeholder interviews; present findings to large client groups in workshop settings; facilitate conversations to ensure stakeholder alignment and maintain relationships.
- Define best practises and standards related to persona development and behavioural segmentation; coach teams to align personas and segmentation with client and project objectives.
- Estimate, plan, and lead all creative work (across all domains, including Visual Design, Information Architecture, Content Strategy, and Interactive Development) in the development of a quality solution for small-to-medium size projects.
- Solid verbal communication skills, with experience presenting to all levels of clients and co-workers.
- Well-versed in user-centred design methods and techniques.
- Promote consistency and quality within processes and user experience across channels while remaining flexible and open to new ideas.
- Implement and champion UX and UI deliverable templates for re-use.
- Define team goals and work closely with internal stakeholders to ensure productive collaboration.

Skills And Experience:

- Conducting UX studies including A/B testing, UI review, Contextual Inquiries and Bench Marking.
- Propose, plan, facilitate, moderate, and analysing results from user research, focus groups, usability testing and market research.
- Creating conceptual designs, product iterations and championing the user experience and design solutions, across all stages of the life-cycle.
- Producing wire-frames and prototypes to help everyone understand what the best experience should be, e.g. process maps, wire-frames, prototypes and annotated visuals.
- Advanced ability to conceive and document solutions through user flows, storyboards, wireframes, personas, prototypes, test cases, or written specifications and user stories.
- Strong visual design understanding with an awareness of the impact of typography, layout and composition, colour theory, grid systems and use of photography
- Providing direction, leadership and guidance to 9 members of the UX team. Conducting regular meetings with direct reports, highlighting any performance issues early and managing these in a professional manner.
- Continually improving knowledge of human factors, cognitive processes, user-centred design processes, interaction design guidelines, usability methodologies, industry standards and trends.
- Planning and defining experience frameworks by understanding the business strategy, goals and target audience
- Identifying user requirements by researching and analysing user needs
- Running workshops and focus groups
- Experience creating UX deliverables: wireframes, functional specifications, site maps, user journeys, flows, personas, site audits, design patterns.
- Confidence when communicating, defending ideas, and building consensus
- Ability to effectively manage multiple projects and tasks of varying complexities, meeting deadlines and working well under pressure
- Proven experience in leading a team that have taken concepts through to realisation
- Good understanding of multi-channel interactions and design principles.
- To persuasively communicate the value of UX design to a range of external audiences and to develop and maintain good client and colleague relationships.

Blogs:

[Top 10 best practises for a better Self-Service;](#) [Building a Better Self-service](#)

Jan 11 – Dec 13
(3 years)

Lead UX Designer
Affinion International, European Head Office, Slough, Berkshire

May 09 – Dec 10 **Senior UX Designer**
(1 year 8 months) The AA, Head Office, Basingstoke, Hampshire

Mar 01 – May 09 **Technical Lead**
(8 years 3 months) HSBC Bank Plc, Windsor, Berkshire

Education and Qualifications :

Oct 1994 - Jun 1998 University of West London

Oct 1996 - Jun 1998 **BSc Honours in Information Systems**

Leisure Interests :

I enjoy most sports, but am most interested in keeping fit at my local gym whenever possible.

Other Information :

Full Clean Driving License.