

# SHAMEEM BASHEER



Associate Consultant - UX

## OVERVIEW

A self-taught Designer with 6+ Years of experience . My work is often a skillfull concoction of Product Analytics, User experience(UX), User Interface(UI), User Research, Interaction Designer, art ,illustrations , graphic design and photography. Worked with project teams to create user-friendly and appealing application interfaces and websites for users.

## WORKING EXPERIENCES

JAN 2019 - PRESENT

### Associate Consultant - UX

IBS Software | Cochin

#### Key Responsibilites :

- Elevate team to a different level by actively working on the Product Analytics initiative.
- Build market-leading product and go to market capability in product solutions by collaborating with product business team
- 100% billable to product and provide UX Design solutions for each module assigned that meets its business objectives and Neo goals of productivity gain and usability across device touch points

### Usability Analyst

IBS Software | Cochin

#### Key Responsibilites :

- Worked on IBS state of art web products like iCargo - Tariff and Revenue Accounting and Booking, iTravel - Shopping and Booking and iAirport - Airport management
- Develop a Design success criteria for all NEO (New products of IBS) solutions.
- Active role EVO (Experience validation and optimization) an IBS UX Team initiative to track the behaviors and functional flow of user. maintained the products like Cargo, Flight Reservations, Crew Management, Hospitality and airport management.

### UX/UI Designer

Honeycomb Creative Support Pvt. Ltd | Bangalore

#### Key Responsibilites :

- Worked on client product (B2B Application for Fashion Industry and Learning Management System, Healthcare and E-Commerce Industry) to improve the quality of Interaction work on UXE
- Create design models, as well as the HTML prototype to visualize the client in first look.

(TO BE CONTINUED)

JAN 2016 - DEC 2018

## CONTACT INFO



#### Phone

+91 82814 77276



#### Email

shameemb.uxdesigner@gmail.com



#### Address

Bengaluru, India



#### Portfolio Website

www.shameemb.com

## CORE COMPETENCIES

- **User Research**  
Interviews, Persona & User Profiling & Information Architecture, User journey, Task flows, Analytics, Data driven UX
- **Defining UX Strategy**  
Define design process, define end to end product strategy for enterprise application.
- **UX Consulting**  
Consulting, Requirement analysis & solutioning.
- **UX Articulations**  
Paper sketching, Proof of Concepts, Low/High fidelity wire-frames, Interactive Mock-ups, Visual Designs.
- **Usability Auditing**  
Interviews, Surveys & Questionnaire, Heuristic Evaluation, Accessibility Auditing, Usability testing, Test Analysis..

## CUSTOMERS

- Lufthansa
- American Airline
- Northrop Grumman
- Virgin Australia
- Etihad
- Amazon
- Arvind Lifestyle
- DQS ...

## WORKING EXPERIENCES (CONTINUED)

- I've performed shadowing, led multiple end-user participatory design workshops, prototypes and usability testing solutions with end users.
- A few highlights have included working on improving way-finding in product, redesigning the web application screens and monitoring with Validation Standards
- Interact with teams of Visual Designers, backend Developers and Content Strategists to develop scalable and maintainable applications.

JUN 2015 - DEC 2015

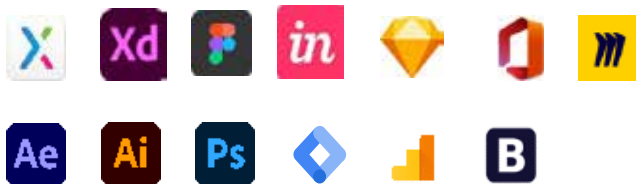
### UX/UI Designer & Developer

Evizon Technologies | Cochin

#### Key Responsibilities :

- Create great experiences across Android/iOS Mobile Application and Responsive Web products in company Product namely SWM (Simple work Manager).
- Designed graphic materials for SEO and SMO team.
- Designed and developed a attractive websites.

## SOFTWARES AND TOOLS



## EXPERTISE

Experience Validations and Optimization

Design Thinking

UX Design

User Research

User Journeys

Prototyping

UI Design and Development

## CERTIFICATES

**ibsoftware**

Excellence Award for Outstanding Performance

**DesignUp**

Design Futures Research & interaction through collaboration – Master Class

**ux india**

- Immersive Design for VR Storytelling – VR
- Better User Interviews, Better UX: – Masterclass

## EDUCATIONAL QUALIFICATION

*Graduated in 2015*

**Bachelor of Technology in**

Computer Science and Engineering

Cochin University of Science Technology

## PERSONAL INFORMATIONS

- Marrital Status: **Married**
- DOB : 14th May 1993
- Passport No : M0098989

## LOVES TO DO

- Gaming
- Gardening & Planting
- Photography
- Designing

“ DESIGN IS A LOGICAL DREAM THAT COMES TRUE ”

M Cobanli