



AMNAH JAWAID

UX DESIGN MANAGER

Focused and a self driven User Experience Design Manager with a proven track record of success as a Designer, Team Leader and a Design Thinking Mentor. Outstanding ability in developing innovative systems and products for mobile and desktop applications for international organizations in fast-paced collaborative cross-functional teams. A passionate hands on individual who isn't afraid of a pen and paper, working through the full UX Design Lifecycle from research to design and prototyping to testing, utilizing all elements of a user centered design process to create engaging cross platform digital experiences. Innate ability to stay calm and think on the feet, requiring minimal supervision in problem solving and making an accretive impact on business outcomes.

+91 74 203 6400

www.amnahjawaid.com

amnah.sheikh@gmail.com

PERSONAL

Birthday : 30th Dec 1986
Nationality : Pakistani

User Research

Ideation Sessions
Interviews
Surveys
Task Models
Card Sorting
Ethnographic Research

Solution Design

Strategy Formation
Personas
User Journeys
Storyboards
Sketching / Wireframing
Interactive Prototypes
Affinity Diagrams
Persuasion Design (PET)
Color Theory

Usability Testing

Tree Testing
A/B Testing
Guerrilla User Testing
Focus Groups
Lab Testing
User Feedback Review

EXPERIENCE

UX Design Manager

Apr 2019 - Current

VODAFONE GERMANY

Leading a team of UX designers to ensure the delivery of high-quality, user-centric designs. Working on Vodafone's website and mobile app to create innovative products and services, aligning the users needs with Vodafone brand objectives.

UX / UI Designer

Feb 2013 - Mar 2019

IBM

UX / UI Designer working to research, plan and design engaging user experiences and to develop UX processes across IBM's digital solutions.

Webdesign Manager

Sep 2009 - Feb 2013

WEB3SOLUTIONS

Tracking and collaborating all phases of the webdesign project lifecycle, from developing technical project plans to monitoring milestones for robust project completion.

EDUCATION

Staffordshire University, United Kingdom

Aug 2009 - July 2010

MASTERS IN TECHNOLOGY MANAGEMENT

Critical thinking skills to analyze key business requirements and develop creative solutions to business and technology challenges.

Fatima Jinnah Women University, Pakistan

Sep 2004 - Aug 2008

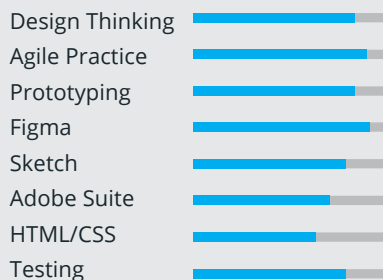
BACHELORS IN COMPUTER ARTS

Studio based program encompassing graphics and visual designs, print media branding, web, audio/video production, animation and photography.

CERTIFICATIONS

- Enterprise Design Thinking Co-Creator

TECHNICAL SKILLS



INTERPERSONAL SKILLS

Leadership and Team Management
Creative and Innovative
Articulate Communication Skills
Great Presentation Skills
Confident, Flexible and Committed
Self-Motivated and Dedicated

UX Designer and Design Thinking Coach - UBL Bank, Pakistan

- Delivered a 5-Day Design Thinking Training Workshop to 100+ UBL customers and collaboratively provided coaching to the employees to drive UX education and design culture across the organization.
- Executed a Nationwide User Research on UBL's Digital Products through user interviews and surveys and carried out R&D.
- Identified Personas, designed Empathy Maps and User Flows to enhance the functionality, usability and the experience of key audiences.
- Sketched storyboards, wireframes and design concepts and developed them further into clickable prototypes.
- Lead the design team on Design & Development efforts to create a high-fidelity prototype for the MVP and supported the final design implementation with the development team.
- Conducted usability testing by guerilla testing, A/B split testing and focus groups.

UX/UI Designer - Cleveland Clinic, Abu Dhabi [www.clevelandclinicabudhabi.ae]

- Designed and developed the hospital's cutting-edge website utilizing Microsoft SharePoint Portal Server.
- Designed interfaces, widgets, visual design & elements, interaction components and complex Multilanguage left-to-right and right-to-left print HTML and CSS.
- Worked alongside business developers in envisioning and delivering new products and services for the company.
- Executed Multi-platform testing.

UX/UI Designer - Better Change Agile [betterchangeagile.eu-gb.mybluemix.net]

- Accountable for the end-to-end user experience and functional design of the web application and heavily involved in every step of the architecture design life-cycle.
- Created sketches, user stories, wireframes and click-through prototypes and converted them into high quality screens and mockups which were further developed into compelling front-end interfaces utilizing HTML5 and CSS3 in Eclipse Platform.

WebSphere Portal Designer - Al-Hilal Bank, UAE

- Interaction design and platform development of the internal banking portal for Al-Hilal Bank UAE utilizing IBM's WebSphere Portal Server.
- Designed interfaces, drag and drop widgets, interaction features, multiple master layouts and CSS themes and styles inside the WebSphere Portal environment for the bank employees to easily and automatically generate UI and CSS styles without needing to write their own code.

UX/UI Designer - Hardware Software CMS, IBM USA

- Complete 360 degrees UI redesign of HWSW content management system to a data and analytics management tool that visually tracks, analyzes and displays key performance indicators (KPI), metrics and key data points, effectively automating thousands of devices' health checks and status updates, increasing sales and proactively saving IBM millions of dollars.
- Lead a team of 5 on design & development efforts and coordination of the customer-facing application; that focused on customer experience, clean design, usability, cross-platform compatibility and improved performance.

AWARDS & ACHIEVEMENTS

- PITB Plan9 Batch-7 Finalist Entrepreneur
- Startup Weekend Islamabad Top 5 Entrepreneur Award 2014
- Best Video Editing Award by Rafi Peer Theatre in 7th Youth Passion Performing Arts Festival 2008
- 2nd Prize for Best Video, Fatima Jinnah University Video Competition 2008