

Kashif Ahmed

Senior UX / Product Designer

ahmedkashif@gmail.com | +44 07709546330 | Address: London, UK, SW20 0AJ

Portfolio: <http://ka-ux.com>

LinkedIn: [linkedin.com/in/ka-pm](https://www.linkedin.com/in/ka-pm)

Seasoned UX Designer with 12+ years of experience working with global brands, driving key design strategies, and delivering high value to stakeholders. I've lead in-depth usability research and testing initiatives and constructed complex interactive prototypes.

Work Experience

Lead UX Designer | JH Digital Agency (www.wearejh.com)

Jun 2022 - Nov 23 | UK

Key Projects

Big Bus Tours - Designed a Booking Management System for customers to self-serve and modify their bookings. It has grown to 20% of traffic share and creates 8% revenue by up-selling and cross-selling other products on the platform.

Ran CRO tests to determine the 4% positive delta by promoting the higher priced ticket.

Graham & Green - Redesigned the Checkout/Basket page which optimised the coupon code usage and reduced dwell time by 65%.

New CRO practice - Developed the framework and launched a new CRO practice offering by JH. This practice generates an additional ~5% revenue stream for the company.

Meet Magento UK - Managed the design requirements for online and print for the largest Magento event in Europe. Reduced costs by ~10% from previous year by making smart design choices and tightly managing the project.

Figma migration - Migrated the design practice from Sketch to Figma which created a saving of 40% in annual costs and 30% process efficiency. Drafted a new Design Operations guidelines for design and dev teams to understand the impact of the process change.

CRO & UX Consultant | Ozonetel Contact Center Management (www.ozonetel.com)

Jun 2021 - Dec 2021 | Freelance

Conducted A/B & multivariate experiments to increase content effectiveness. Redesigned the homepage to build trust, highlight case studies and facilitate navigation. Improved conversion rate by 44%, Increased average dwell time by 20%.

June 2020 - Dec 2021 (Originally planned to move to UK in 2020, migration process and Visa were delayed by 12 months due to COVID19)

CX Manager, E-Commerce | Jashanmal Group Retail (www.jashanmal.com)

Jan 2018 - May 2020 | Dubai

Customer Research - Conducted large scale user survey (n=2000) to gather customer needs and pain areas from existing Ecommerce platforms in the market.

Website Design & In-store digital experience - Designed the end-to-end journeys for E-Commerce website and large touch screens in brick & mortar stores. Reached 400% of target revenue in 12 months. Formulated digital marketing and CRO experiments and generated additional 20% in-store revenue and ~40% boost in online conversions.

Distinctive Skills

Learning - Continuously abreast with the latest in technology, design & interaction trends

Testing & Validation - Always trying to test and confirm hypotheses and designs, and progressing with **data driven** decisions

Storytelling - Using research, data, professional & life experiences to create stories to create empathy and stake-holder buy-ins

Collaboration - identifying the best in others and collaborating to deliver the best solution

Team Building - Understanding strengths and weaknesses of team members and using them advantageously for team coordination, higher morale and work success

Other Highlights

PregnantPlate.com - Founded a not-for-profit website targeted at pregnant women to quickly check if a food is safe during pregnancy.

Product Design & Co-Founder | Carrara Labs | Mobile Hardware

Feb 2016- Oct 2017 | Mumbai & Dubai

Hardware Design - Conceptualised the product design and headed development of a luxury mobile charging dock. Designed the unboxing and first use experience.

Operations - Established process to streamline manufacturing at mid-tier engineering and machining workshops.

Sales - Developed online distribution model and handled sale through major online retailers in Dubai such as Amazon and Noon.com

Senior UX Product Manager (Mobile) | Landmark Group Retail E-Commerce

www.landmarkgroup.com

Jan 2014 - Jan 2016 | Dubai

User Research - Conducted 30+ interviews with in-house stakeholders. Conducted a focus group of 10 participants to identify key requirements for mobile e-commerce solutions.

UX/Product Management - Spearheaded a team of 9 to design and deliver the LandmarkShops mobile app generating over AED 1M in revenue in the first year. Headed a team of 8 to revamp landmarkshops.com website to make it mobile responsive.

2006 - 2013 Older Employment History (Details on www.linkedin.com/in/ka-pm)

Senior UX Analyst | SapientRazorfish MENA (Former Leo Burnett) | Digital Agency

www.publicissapient.com Dec 2011 - Dec 2013 | Dubai, KSA, Qatar

Delivered UX for very large brand accounts for the MENA region which included Abu Dhabi Airports, CommercialBank Qatar, Mubadala, Dubai Dept. of Economic Development,

LearningMate Solutions | UX Designer Mar 2010 - Nov 2011

Design ed-tech products for major US publishers like J Wiley, Person, McGrawhill

ITAZ Technologies | Design Lead/Web Developer Mar 2006 - Oct 2009

Design software product and website for Globodex - Itaz's document management software

Education

2003, Bachelor of Management Studies with a Marketing major, Mumbai University

Brands I have worked with

United Kingdom: Big Bus Tours, Graham & Green, Crafters Companion, Meet Magento UK, Woodie's, Pharmacy Online;

United States: J. Wiley, Elsevier, McGrawhill, Pearson, Ozonetel, ALM Law Journal Press, ITAZ Globodex; Carrara Labs,

Middle East: Abu Dhabi Airports, Bahrain Olympics Committee, CommercialBank Qatar, Mubadala, Dubai Dept. of Economic Development, Dubai Shopping Festival, Zain Telecom Kuwait, Ooredoo Telecom Qatar, Landmark Group, Gulf News

Technical Skills (Keywords for Automated tools. Humans please ignore)

User Experience: User Interface, Wireframes, Prototypes, Mobile UI, Information Architecture, Site Maps, User Journeys, Interaction Design, Design System, Motion Design, Accessibility, Agile ; **Research:** Analytics, Business analysis, User Behaviour, Personas, Competitive Analysis, Content Analysis,

Testing: Usability Testing, CRO & A/B Testing, **Tools:** Figma, Sketch, Adobe XD, Hotjar, Miro, Excel, Keynote, Photoshop, HTML, CSS3, AI, ChatGPT Content Management System, Style Guides, Usability Improvements

UX Research for Tupelo App

Design - Prepared a report with design considerations for Tupelo's IOT Health app meant for a senior age group.

Training on UX Design -

Conducted training on the Fundamentals of Design at LearningMate, Landmark Shops and Spacebar

Recommendations

Jamie Huskisson - CEO, JH

I really appreciate Kashif's dedication to design, his way of sweating the details. I'm also a really big fan of his commitment to constantly improving. Each time there's feedback, he latches onto it to take that forward towards a solution.

David Westley - Gulf News

Kashif is a clear and logical thinker, making him an invaluable partner on new web projects. He is able to think through the implications of digital ideas to stress test them from a UX perspective.

See more on [LinkedIn](https://www.linkedin.com/in/ka-pm)