

Syed Sajjadullah Afsar

UX/UI Architect

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Profile Summary

Over **10+ years** in delivering **user-centered digital solutions**, leading design teams, developers & managing large-scale projects with Iterative **Agile** methodologies. Proficient in **user research, interactive prototyping, & design system** implementation, balancing aesthetics and functionality to enhance user experiences.

Experience

Navcon Advance System | UX/UI Architect

Nov 2024 - Present

Designed and scaled LMS products and defense applications for the **UAE government**, defining requirements, creating user flows, and prototyping intuitive solutions. Led research to enhance security and usability while ensuring timely delivery and stakeholder alignment.

Human Factor International | Senior UX/UI Design Specialist

Oct 2022 - Nov 2024

Conceptualised, designed, helped scale CX products at **Tata Play Product** and collaborated with stakeholders to define requirements, insights and create a product road map. Created user flows, wireframes, and prototypes for intuitive experiences. Conducted research studies, identified problems, and developed solutions to customer facing app.

Organised design scope, set priorities, and met project deadlines. Presented concepts and documentation thinker to leadership team.

Larsen & Toubro Infotech | Senior UX/UI Designer

Jan 2021 - Oct 2022

Delivers the lean UX process for a **Citi Bank's** B2B internal banking application with cross-disciplinary research efforts, facilitated customer and internal workshops by generating strategies and designs with customer validation.

Closely collaborate with PMs, designers, developers, engineering, data analysts and SMEs. Define and scope the user problems through interviews, customer feedback analysis and competitive study in projects

KloudOne & Accuknox | Product Designer

Mar 2020 - Dec 2020

LMS Product at KloudOne: Managed the design process from client collaboration to creating wireframes, interfaces, and prototypes. At **AccuKnox**, built a comprehensive design system for their cybersecurity product.

HCL Technology | UI/UX Designer

Mar 2018 - Mar 2020

Becton & Dickinson Company (BD) - B2B Solution for Packaging Design Automation App

Collaborated with stakeholders to translate business requirements & transform into user-centered design solutions while ensuring adherence to design standards and maintaining consistency.

Masharaea | Graphic & UI Designer

Dec 2016 - Dec 2017

Kuwaiti Government Projects - Contributed to 12 projects including leading documentation and monthly catalog production. Showcased multimedia skills with Flash animations, Pro videos, and web design.

Skills

Design: Strategy & Vision presentation • Wireframes & mockup • Design Systems & style guide • Rapid user flows prototyping • Sketching • Visualization • design trends • Interactive

Research: Data analysis • Persona hypothesis • Task flow analysis • Competitive analysis • Feedback survey analysis • A/B testing & experimentations • Card sorting • Information Architecture creation • Task flow • Heuristic evaluation • Usability testing • Expert Review

Collaboration: Storyteller • Mentoring • Facilitating design reviews

Others: Leadership • Team management • Prioritization • Defining & presenting • product design benefits & roadmaps • Design documentation • Creative

Tools: Sketch • Figma • Miro • Invision • Adobe XD • Adobe Illustrator • Adobe Photoshop

Certifications

Certified Usability Analyst, HFI

Service Design Thinking, HFI

UX Designer from Scratch, IDF

Google UX Design Professional, Google

Education - Degree

Master in Psychology, University of Madras

Btech - Information Technology, SRM University

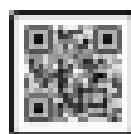
Mentorship

UX Research & UI Design, Mentoring@

Krabble Institute & Doda Creative

Figma Software, Mentoring@ Krabble Institute

Portfolio



Syed Website

www.syed.design
(Portfolio section, please use
password: ha2408 for protected file)



Behance Id

My Project

TATA PLAY Product (B2C | B2B)

Revamp of Information Architecture

Role: Senior UI/UX Specialist

Responsibilities: **Media Domain**

- Spearheaded the **revamp** of the **Information Architecture** for **Tata play media domain**, resulting in a **35% increase** in user engagement and a **20% improvement** in overall user satisfaction.

Usability Testing on User Journey

Responsibilities:

- Conducted **user research** and **usability testing** for key Journeys, implementing **feedback** to enhance the user experience and meet business objectives.

Supported to teams to maintain Design system

Responsibilities:

- Led a team of designers in creating a comprehensive **design system**, ensuring consistency across multiple products & streamlining the design workflow.
- Collaborated closely with the **design & development team**, providing design guidance and ensuring the seamless integration of design elements into the final product.

Expert Review and Lambda testing on Product to improve Accessibility

Responsibilities:

- Conducted an **expert review** to identifying critical usability issues & providing actionable recommendations to enhance user experience and interface design.

Citi Bank Application - Integration (B2B)

Integration on internal B2B Application

Role: Senior UI/UX Designer

Responsibilities:

- Drove the end-to-end design process for a **Citi Bank's B2B internal Financial application**, resulting in a 30% increase in adoption within the few months of launch.
- Established and **maintained** & analyze a **user feedback loop**, conducting regular usability testing sessions and implementing iterative design improvements based on user input.
- **Mentored** junior designers, fostering a collaborative design culture and ensuring the team's adherence to industry best practices.
- Worked closely with **stakeholders**, translating business requirements into user-centred design solutions, and consistently meeting project deadlines.

Kludone Product

Learning Management System App from scratch

Role: Product Designer

Responsibilities:

- Managed the entire design process, from client collaboration and initial business documentation to creating wireframes, engaging interfaces, and prototyping.

Accuknox Product

Cybersecurity App Building Design system

Role: Product Designer

Responsibilities:

- **AccuKnox**: Built a comprehensive design system for their cybersecurity product from scratch, ensuring cohesive and user-friendly design throughout.
- Manage junior designers, collaborated with stakeholders, and fostered a collaborative design culture, translating business requirements into user-centred solutions within project deadlines.

Becton, Dickinson Product

Building Medical product for B2B App

Role: Experience Designer

Responsibilities:

- Conducted **heuristic evaluations** for a B2B packaging application. By implementing design changes based on critiques, recommendations, & feedback, achieved a **25% reduction** in packaging workload and a **12%** improvement in overall performance.
- Collaborated with stakeholders to translate business requirements into user-centered design solutions, ensuring project deadlines were consistently met.
- I contribute to the **design system**, ensuring adherence to standards and providing clear guidelines to fix issues and maintain design consistency.

R&E Masharaea

Webpage, Motion design creation and maintenance

Role: Graphic & UI Designer

Responsibilities:

- Contributed to **12 Kuwaiti government projects**, excelling in detailed construction status documentation and leading monthly catalog production by merging images, project insights, and live updates.
- Showcased multimedia skills with Flash animations and Premier Pro videos, and expanded into web design for specific projects & Creative Visuals.