



Farid Zaman

Lead UI/UX Designer

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PROFILE

Experienced **Lead UI/UX Designer** with **12 years** of expertise for diverse industries, from startups to large corporations. Skilled in leading design projects from concept to completion, with a strong focus on **user research, information architecture, prototyping and design system**. Collaborating with cross-functional teams in **Agile environments** to deliver intuitive and visually compelling digital experiences.

SKILLS

UX UI Skills:

Stakeholder Interview

User Interview

User Journey Mapping

User Persona

Wireframe/Prototype

Usability Testing

UI Design

Design System

Design Tools:

Figma

Adobe XD

Invision

Sketch

Adobe Creative Cloud

Technical:

HTML

CSS

Javascript

PHP/MySQL

CMS

Bootstrap

Workflow Tools:

Jira

Miro Board

EXPERIENCE

Yomly - Senior Product Designer

May 2022 - Jun 2024 - Full Time - Dubai, United Arab Emirates

I was working in core product team as **Senior Product Designer**. I played a major role and leveraging my expertise in user research, wire-framing, and prototyping. I have created interfaces that modernize complex **HR journeys** such as **Leave Request, Clock In/Out, Time sheet, Employee Roster, Expense Reimbursement, End of Service, etc**. These design are based user insights and closely aligned with business objectives, and that results in a product success in Middle East and European region.

Responsibilities:

- Work closely with product owners, developers, to **define user stories**, prioritize features, and ensure alignment.
- Participate in **daily stand-ups, sprint planning, and retrospectives** to stay aligned with the team's progress and contribute ideas from user's perspective.

- Create **wireframes and interactive prototypes** that effectively communicate design ideas and user flows.
 - **Iterate on designs** based on feedback from **users, stakeholders and team members**, ensuring the design is meeting users goal and it is intuitive.
 - Develop and maintain a **consistent design system** that ensures a cohesive look and feel across the Yomly application.
 - Ensure all **design elements** add to the style guide and contribute to the **scalable and maintainable** of the product and shared with development team.
 - **Mentor junior designers**, providing guidance and design feedback on best practices, design principles, and career development.
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Dubai Islamic Bank - Lead UI UX Designer

Jan 2019 - May 2022 - Full Time - Dubai, United Arab Emirates

Worked as a Lead UI/UX Designer in the Digital Department. I lead the design efforts for the **bank's digital transformation** initiatives. It involved **creating user-centric design** that modernized the bank's digital platforms and intuitive user experience across all user journeys. This journey includes **Customer Onboarding, Credit Card, Finances** (Personal, Auto, Mortgage etc), **Corporate Banking** etc. By collaborating closely with **product managers, IT teams, and stakeholders**. I delivered innovative design solutions that aligned with the **bank's business goals, enhancing customer engagement** and satisfaction.

Responsibilities:

- Worked with **product owners, developers, and stakeholders** to define and refine digital transformation goals.
- Participate in **daily stand-ups, sprint planning, and retrospectives** to ensure design work aligns with the Agile process
- Articulate the design vision for the bank's digital products, ensuring a consistent and **cohesive user experience across all digital channels (Mobile, Tablet, Web and ATM)**
- Lead **brainstorming sessions and design workshops** to generate innovative ideas and keep all stakeholders and team on same page.
- Create **detailed wireframes and interactive prototypes** to visualize the user interface and user journey. Engage in continuous feedback from users, stakeholders, and development teams and iterate the design.
- **Present design concepts** and progress updates to senior management and stakeholders, clearly articulating the rationale behind design decisions.
- **Collaborate with developers** during the implementation phase to address any design-related challenges and ensure the final product meets design specifications.

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Mercedes Benz R&D India - Senior UI UX Consultant

October 2018 - Jan 2019 - Contract - Bangalore, India

As a Senior UI/UX Designer for Mercedes-Benz R&D, I played a key role in the design of **two major projects** that significantly enhanced the digital user experience for the product. I led the design efforts for a **Mercedes Rental Truck application** by creating intuitive interfaces that seamlessly integrated with their existing data system. Additionally, I lead the redesign of Mercedes-Benz's **internal mobile app** to publish research articles, and papers for their team. Through close collaboration with cross-functional teams, I ensured that both projects met the high standards of quality and luxury associated with the Mercedes-Benz brand.

Responsibilities:

- Conduct **user research, and analyze data** to inform design decisions and ensure that the applications meet the needs and expectations of Mercedes-Benz users.
- **Designed detailed wireframes, mockups**, and interactive prototypes to visualize user flows and interface designs for both applications.
- Continuously **iterate on designs based on feedback** from users, stakeholders, and the development team.
- Ensure that all **design elements align with Mercedes-Benz's** brand guidelines and maintain consistency across both applications.
- Engage in **regular feedback loops, gathering input from users, stakeholders, and team** members to refine and enhance the user experience.
- Present **design concepts and updates to senior management** and stakeholders, get approval from the senior management and sign off.
- Shared all **approved designed and style guide** with the development team and help them all design related queries during implementation.

World Bank Group - IFC - Senior UI UX Designer

Jun 2017 to Sep 2018 - Contract - Bangalore, India

I have worked on **2 major projects** for World Bank Group - IFC as a consultant from Techmill Technologies. I have managed all forms of requirement gathering, user research and usability testing, ensuring the best methods are selected for each project. Work with the in-house designers and developers to ensure all designs are implemented as per UX best practices.

Deutsche Bank (DBOI) - UI UX Designer

Jul 2012 to May 2017 - Full Time - Bangalore, India

Worked as a UI/UX Designer at Deutsche Bank, I was **integral to the transformation of the bank's digital interfaces**, focusing on enhancing user experience and streamlining customer interactions. My role involved conducting extensive user research to gather insights and understand the needs of **diverse banking clients**. Leveraging this data, I designed intuitive and user-friendly interfaces for various banking applications, including mobile banking, online trading platforms, and internal dashboards.

Computer East Outsourcing - Web Designer

Sep 2011 to Nov 2011 - Full Time - Bangalore, India

Conceptualize original website design ideas that bring simplicity and user friendliness to complex roadblocks. Execute all visual design stages from concept to final hand-off to engineering using HTML and CSS.

Trinth Holdings - Web Designer

Sep 2009 to Sep 2011 - Full Time - Bangalore, India

Develop UI design specs that allows and facilitate project and functional requirements across a multi-disciplinary teams through all phases of the project.

AWARDS & RECOGNITION

- Best Designer award for Deutsche Bank Group Intranet project, from Global Head.

EDUCATION

- Bachelor of Arts (BA) from Dibrugarh University, India in the year 2008.
- 3 years Diploma in Computer Science from Epitome Consultancy, India in the year 2006.

CERTIFICATION

- HCI - Fundamentals & Design Principles, Georgia Institute of Technology (GIT)
- HCI - Cognition, Context & Culture, Georgia Institute of Technology (GIT)
- Customer Experience: Journey Mapping, Lynda - LinkedIn
- Design Thinking: Customer Experience, Lynda - LinkedIn
- Strategic Thinking, Lynda - LinkedIn
- UX Foundations: Style Guides and Design Systems, Lynda - LinkedIn
- UX Research Methods: Interviewing, Lynda - LinkedIn
- Advanced UX Training, Bridge UX Lab, Bangalore in 2018.
- Project Management Foundations: Small Projects, Lynda - LinkedIn

PERSONAL DETAILS

Passport Number: T6785828

Visa status: Own Visa

DOB: 1st July, 1984

Holding UAE driving license
