

Ashhar Shams

Product Designer with 8+ years of experience designing intuitive, scalable digital products at the intersection of user needs, business goals, and technology.

Experience

Wipro Digital

Senior Product Designer

Dec 21 – Present / Gurgaon, IN

Currently **Head of Design** at **IDD Tech (CIMIC)**, with experience designing enterprise experiences for clients including FedEx, DTCC, HP, and AI Tayer Group, collaborating closely with Product, Engineering, and cross-functional teams.

FedEx Control Center | Enterprise Logistics Platform

- Simplified complex FedEx workflows through a redesigned dashboard and personalized onboarding experience, while **scaling and contributing to the FedEx IDX Design System**, driving **20% higher engagement and 15% fewer support requests**.

DTCC | Fintech Product Platform

- Led the UX overhaul of a complex legacy product, **redesigning 200+ enterprise screens** while **leading a team of designer and front-end engineers** under aggressive timelines.

AI Tayer Group | Digital Transformation

- Reimagined a legacy real estate experience by **redesigning information architecture and end-to-end workflows**, creating a simpler and more intuitive customer journey.

Airbnb

Product Designer

Sep 19 – Dec 21 / Gurgaon, IN

- Scaled user-generated content for Airbnb Experiences by redesigning the host video creation flow, increasing publicly available experience videos from **20 to 300+ in one year**.
- Reduced publishing friction by redesigning the Experience display page to support **3-, 4-, and 5-photo layouts**, allowing listings to go live despite strict image quality and moderation requirements.

Basira Studio

UX Designer

June 18 – Aug 19 / New Delhi, IN

- Worked with startups and small businesses to design digital products, visual identities, motion graphics, product photography, and marketing videos, taking ideas from concept to launch.

Achievements

- Wipro DX S.P.I.R.I.T Award** for delivery excellence and outstanding contribution.
- Winner Circle – Habit Flagbearer (Being Responsive)** for consistently demonstrating Wipro values.
- Letter of Recommendation from FedEx Leadership** for driving strategic UX initiatives on a flagship product.
- Built 3 AI-powered products** from concept to launch, demonstrating end-to-end product ownership.

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Education

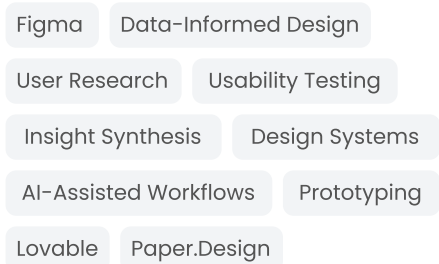
Jamia Millia Islamia

Bachelor of Architecture / 2013–2018

Design & Product Capabilities

Systems thinking, first-principles design, product discovery, problem framing (JTBD, HMW), product strategy, information architecture, user journey mapping, interaction & visual design, design systems, usability testing, enterprise UX, workflow optimization, stakeholder management, Agile Scrum, and AI-assisted design workflows.

Research, Data & Tools



Certifications

Interaction Design Foundation

Human Computer Interaction

Design System University

Building & Maintaining Design System

Anthropic Academy (Skilljar)

AI & Claude System

Coursera

Google UX Design Certificate