

Ashhar Shams

User Experience Design Lead at FedEx (via Wipro)

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Experience

UX Lead — FedEx (via Wipro) 📅 Jan 2023 - Present

UX Design Design strategy Design Thinking

- Upgrading the FedEx logged-in homepage to meet the demands of millions of users.
- Working closely with UX researcher and product owner to understand business and user goals.
- Create user flows, wireframes and visual designs by using design system and accessibility guidelines.
- Share assets, specs and work with front-end developers for visual design QA.

UX Lead — Hewlett Packard (HP) (via Wipro) 📅 Jan 2022 - Dec-2022

UX Design Design Audit Design System

- Redesigned a CRM platform for configuration services for HP, which will help enterprise customers to request custom configuration for bulk orders.
- Plan sprint-based UX activities and efforts
- Share assets, specs and work with front-end developers for visual design QA.
- Mentor and support members of the design team

Product Designer — Media Ops at Airbnb 📅 Sep 2019 - Dec 2021

UX Design Motion Design Visual Design

- Redesigned the hosts' overall user flow while working on their video production for Airbnb experiences.
- Helped in creative direction of content for Airbnb experience business.
- Scaled up the output of experiences videos through the elaboration of creative guidelines.
- Worked on a number of proof of concept projects for future business prospects.

UX Designer — Freelancer at Multiple Agencies 📅 June 2018 - Aug 2019

UX Design Research Interaction design Design documentation Branding

- Designed websites and service design blueprint for a number of startups.
- Worked on a number of branding, communication design and storytelling projects.
- Worked extensively with the Government of India (Ministry of Broadcasting and Ministry of Agriculture).
- Created Virtual Reality experiences for end-user visualisation.

Education

Bachelor of Architecture — Jamia Millia Islamia 📅 July 2013 - July 2018

Certifications

[Foundations of User Experience \(UX\) Design - Google](#)
[Enterprise Design Thinking Practitioner - IBM](#)
[How to Build Habit Forming Technology - Udemy](#)
[Design Thinking by Alan Cooper - Designit](#)
[UX Audits Using Heuristic Evaluation](#)
[Web Design Accessibility Certificate](#)

Skills & Tools

Skills

Design related UX Design Visual Design User Research Design Strategy Motion Design
General Communication Collaboration Leadership Project management

Tools

Design related Figma Adobe XD Photoshop After Effects Illustrator Zepline
Framer Sketchbook Procreate Autocad Sketchup
General tools MS Office Write Agility ChatGPT Jira Airtable