Ashhar Shams

UX Designer

I have 7 years of professional experience designing interactive user experience.

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Address
Al Majarrah, Sharjah, UAE

Socials

Behance
@ashharshamskhan

Dribbble
@imagineashar

Linkedin
@ashharshams

Medium
@ashharshams

Languages

English
Professional working

Hindi
Native

Urdu
Native

Arabic
Basic

Scan for Portfolio

Experience

Lead UX Designer
Wipro Digital

Dec 2021 – Present
Lucknow, India

- Worked with clients like :

  DTCC · FedEx · hp · al tayer

- **FedEx**: Led UX design for the flagship FedEx Control Center and transformed FedEx's logged-in homepage experience, driving a **20% increase in user engagement** and a 15% drop in support queries within six months post-launch.

- **HP**: Redefined HP's legacy enterprise CRM (FIJI), improving task completion time by **40%** for users across a platform **generating $1B+ in annual revenue.**

- **Al Tayer Group**: Revamped the real estate business unit website, focusing on improving information architecture, responsiveness, and lead conversion.

- **DTCC (Current)**: Designing a highly complex, credit-related product for this leading financial institution.

Product Designer
Airbnb

Sep 2019 – Dec 2021
Gurgoan, India (Remote)

- Video feature : Led the design of the Host Video Project, resulting in a **150% increase in video uploads** to Airbnb's platform within a year.

- Analysed web analytics to prioritise key feature enhancements, **boosting host satisfaction by 18%** based on post-launch surveys.

UX Designer
Basira Studio

June 2018 – Aug 2019
Gurgoan, India (Remote)

- Designed end-to-end UX solutions for 7+ digital products across education, retail, and civic sectors—crafted wireframes, user flows, and interactive prototypes to guide agile development teams.

- Managed 4–6 concurrent UX projects, delivering high-impact design solutions within tight timelines.

- Led visual communication design for key Government of India initiatives under the Ministry of Broadcasting and Ministry of Agriculture.

Education

Jamia Millia Islamia
Bachelor of Architecture and Design
July 2013–May 2018

Interaction Design Foundation
Human Computer Interface
June 2020

Design System University
Building and Maintaining Design System
September 2024

Tools

Figma
UI/UX Design, Prototyping

Adobe Creative Cloud
Visual Design, Editing

Jira
Project Management

Shopify
E-commerce portal