

Zaufer Sadiq

UX Design Lead

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Summary

Results-driven UX Design Consultant with over 8 years of experience in leading user experience design and product management initiatives. Proven ability to align user-centered design with business objectives, delivering high-quality digital solutions that enhance user satisfaction by up to 30%. Skilled in agile methodologies, team leadership, and cross-functional collaboration, with a strong commitment to mentoring emerging designers.

Skills

UX/Design Skills

- User-Centered Design
- Visual Design
- Prototyping
- Wireframing
- UX Research
- Usability Testing
- Design Thinking
- Interaction Design
- Branding

Product Management Skills

- Product Strategy
- Agile Methodologies
- Roadmap Development
- Feature Prioritization
- Stakeholder Management
- Team Leadership
- Cross-Functional Collaboration
- Data-Driven Decision Making

Collaborative Skills

- Empathy
- Effective Communication
- Conflict Resolution
- Adaptability
- Creative Problem-Solving

Software Proficiency

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|---------------------|----------------------|------------------|-----------------|
| ◦ Adobe XD | ◦ Adobe Photoshop | ◦ Adobe InDesign | ◦ Jira |
| ◦ Figma | ◦ Adobe Premiere Pro | ◦ Azure DevOps | ◦ Microsoft 365 |
| ◦ Adobe Illustrator | ◦ Adobe Firefly (AI) | ◦ Wix | ◦ Creatie.ai |

Professional Experience

Lead UX Consultant | Product management | ZF Group | June 2017 – Present

- Lead UX and product strategy for critical projects, ensuring alignment of user needs and business objectives. Collaborated with product managers, developers, and stakeholders to deliver high-impact solutions.
- Directed the creation of wireframes, prototypes, and design systems, achieving a 40% increase in project efficiency and reducing delivery timelines by 20%.
- Managed cross-functional teams in an Agile environment, prioritizing features and driving product roadmap development for web and mobile applications.
- Conducted design and product workshops, fostering team collaboration and innovative problem-solving.
- Initially also pioneered visual design projects and managed UI design for internal initiatives, leading a team to deliver marketing designs across digital and print media. Improved project turnaround time by 30%

Professional Experience

Key Achievements

- Launched the Desk Reservation App, resulting in a 30% improvement in user satisfaction and adoption by over 10,000 users.
- Successfully deployed multiple features that enhanced usability, leading to a 25% increase in customer retention rates.

Key Projects

- **Desk Reservation App (Website & Mobile Application) | January 2023**
Role: UI/UX Design & Product Management
Managed the complete UX design and product lifecycle for the Desk Reservation App, collaborating with engineering teams to deliver essential features like desk booking and meeting room management.
- **ZF Shop Floor Management (Web Application) | May 2023 (Ongoing)**
Role: UX Design & Consulting
Designed the user interface while driving product strategy for the ZF Shop Floor Management tool, ensuring alignment with business objectives and operational efficiency goals.

Previous Experience

Senior Specialist - Visual Services | The Boston Consulting Group | January 2014 – June 2017

Led the visual design team, supporting business consultants with marketing design, UI design, and motion graphics, resulting in enhanced presentation quality and client satisfaction

Senior Business Presentation Specialist | McKinsey & Company | March 2013 – January 2014

Provided specialized graphics support for consultants and mentored new visual designers, contributing to improved team efficiency and creativity.

Business Presentation Specialist | McKinsey & Company | September 2009 – January 2012

Supported global consultants in data visualization and presentation design, facilitating impactful client engagements

Education

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| ◦ Master in Business Administration
Madras University, Chennai 2009 | ◦ Bachelor of Engineering
Anna University, Chennai 2007 |
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Certifications

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| ◦ User Experience Design
Google, 2021 | ◦ UX Design KickStarter
Growthschool, 2020 |
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Professional Affiliations

- UX India Conference (UX INDIA, 2017 & 2020)
- SaaS'D (FRESHWORKS, 2019)