



# ZAUFER SADIQ

Principal UX Consultant | UX Design Leader



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## PROFESSIONAL SUMMARY

Principal UX strategist with 14+ years delivering future-state journeys, accessibility frameworks, and enterprise experience roadmaps. Expert in cross-team alignment, discovery facilitation, and influencing strategic decisions across global organizations.

## SKILLS & COMPETENCIES

### UX Strategy & Execution:

User-Centered Design · Design Thinking · UX Research · Usability Testing · Accessibility · Enterprise SaaS Design

### People & Stakeholder Management:

Team Mentoring · Cross-Functional Collaboration · Agile/Scrum · Executive Communication

### Design Systems & Execution:

Wireframing · Prototyping · Data Visualization · Scalable Design Systems · Component Properties · Interaction Patterns

### Tools & Technologies:

Figma · Adobe XD · Adobe CC · Mural · Microsoft 365 · Penpot · Creatie.ai · GenAI (prompt design)

## PROFESSIONAL EXPERIENCE

### PRINCIPAL UX CONSULTANT

ZF Group | July 2017 - Present

Leading UX strategy, service design, and experience governance for ZF's global Industrial IoT & digital manufacturing platform used across 30+ plants.

#### Strategy & Vision

- Defined multi-year UX vision and future-state journeys for DMP, aligning design direction with business goals and operational needs.
- Partnered with product owners to challenge assumptions, guide strategic decisions, and shape long-term product roadmaps.

#### Service Design & Research

- Mapped end-to-end operator and plant workflows to identify friction points and influence high-impact roadmap priorities.
- Led discovery workshops and usability evaluations, resulting in a **25% improvement** in usability scores.

#### Cross-Team Alignment

- Acted as a sparring partner for global UX designers, product owners, and engineering teams, ensuring alignment across multiple journey teams.
- Coordinated decisions across **Europe, APAC, and Americas** to maintain consistency and design quality.

#### Accessibility & Design Systems

- Embedded WCAG accessibility standards into enterprise workflows and the design system, establishing inclusive design guidelines.
- Built and scaled ZF's enterprise-grade design system using atomic design principles and standardized interaction patterns.

#### Innovation & Impact

- Designed **Ghostwriter**, an AI-powered documentation tool that reduced report creation time by 40% and improved compliance readiness.
- Delivered UX improvements for **Digital Shopfloor Management** that increased system adoption and visibility across 30+ plants.

## PREVIOUS WORK EXPERIENCES

### SENIOR SPECIALIST – VISUAL SERVICES

**Boston Consulting Group (BCG)** | Jan 2014 - Jun 2017

- Delivered enterprise dashboards, digital collaterals, and motion graphics for consulting teams.
- Established design standards and templates that improved brand consistency and delivery impact.

### SENIOR BUSINESS PRESENTATION SPECIALIST

**McKinsey & Company** | Mar 2013 - Jan 2014

- Designed high-impact visual narratives for leadership and global clients.
- Mentored junior designers and contributed to design innovation in client deliverables

### BUSINESS PRESENTATION SPECIALIST

**McKinsey & Company** | Sep 2009 - Jan 2012

- Delivered business visualizations and decks for C-level stakeholders across global teams.
- Supported consultants with layout, visual clarity, and branding in high-pressure, quick-turnaround environments.

## EDUCATION

**MBA**, Madras University, Chennai – 2009

**BE**, Anna University, Chennai – 2007

## CERTIFICATIONS

- **Google UX Design Certificate** – 2021
- **UX Design KickStarter**, GrowthSchool – 2020

## PROFESSIONAL AFFILIATIONS

- **UX India Conference** (2017, 2020)
- **SaaS'D** by Freshworks (2019)