

ZAUFER SADIQ

DESIGN LEAD

Cultivating empathy and perspective by means of user experience and visual design.

+91 9884753854

zaufolio14@gmail.com

www.zaufolio.com

[Zauffer Sadiq](#)

SKILLS

Design

Visual Design Proptotypes
UI Library Branding
Design System Interaction Design
Creative Direction Wireframing
UX Consulting Data Visualization

Collaboration

Mentoring UX Research
Team Management Usability Testing
UX Solution Personas

SOFTWARE

Adobe XD • Figma • Adobe Illustrator •
Adobe Photoshop • Adobe Premier Pro •
Adobe Aftrer Effects • Adobe Indesign •
Azure DevOps • Wix • Marvel • Jira •
Microsoft 365 • Confluence •

LANGUAGES

English (Proficient) • Tamil (Native) •
German (Basic) • French (Basic) •

WORK HISTORY



Lead UX Consultant

ZF GROUP May 2022 - Present

Manage Design Projects | Prototype & Wireframe | Provide UX Solutions |
UX Methodologies | Visual Designs | Design System and UI Library



Manager - Digital Communications

ZF WABCO July 2017 - April 2022

Pioneered Visual design projects | UI design for Internal Projects |
Marketing Design - Digital & Print | Team Management | Developed Intranet contents.



Senior Specialist - Visual Services

THE BOSTON CONSULTING GROUP January 2014 - June 2017

Led Visual Design Team | Supported Business Consultants with Marketing Design |
UI Design | Print Media Design | Motion Design



Senior Business Presentation Specialist

McKINSEY & COMPANY March 2013 - January 2014

Supported consultants across globe in specialised graphics projects |
Design mentor for newly joined visual designers



Freelance Graphic Designer

FREELANCE PROJECTS February 2012 - February 2013

Worked on projects remotely for intenational clients on freelance graphic
projects via online portals like Odesk (currently known as Upwork) and Elance.



Business Presentation Specialist

McKINSEY & COMPANY September 2009 - January 2012

Supported consultants across globe in specialised graphics projects |
Provide specialised data visualization and presentation support for consultants

CERTIFICATIONS & CONFERENCES

User Experience Design | GOOGLE, 2021

UX Design KickStarter | GROWTHSCHOOL, 2020

UX India Conference | UX INDIA, 2017 & 2020

SaaS'D | FRESHWORKS, 2019

EDUCATION

2009 | Master in Business Administration | MADRAS UNIVERSITY, Chennai

2007 | Bachelor of Engineering | ANNA UNIVERSITY, Chennai



JOB ROLE & RESPONSIBILITY

- Lead and manage a team of UI designers, providing guidance, mentorship, and support to ensure high-quality deliverables
- Collaborate with cross-functional teams including product managers, developers, and stakeholders to define project objectives, user requirements, and design goals
- Develop and present design concepts, wireframes, prototypes, and interactive experiences that effectively communicate the intended user experience
- Orchestrated and facilitated high-impact workshops, design sprints, and brainstorming sessions to fuel creative thinking and collaborative problem-solving; resulted in a 40% increase in innovative ideas and accelerated project completion timelines by 20%
- Stay up-to-date with industry trends, emerging technologies, and best practices in UX design, and share knowledge and insights with the team
- Champion user advocacy and ensure the highest standards of usability, accessibility, and visual design in all deliverables
- Manage multiple projects simultaneously, ensuring timely delivery of high-quality work while adhering to project timelines and budgets
- Collaborate with stakeholders to understand their business objectives, user needs, and project requirements, and provide strategic UX design recommendations
- Experience working in an Agile development environment

CRITICAL PROJECTS

ZF Digital Manufacturing Platform | Shop Floor Management - May 2023 (ongoing)

DMP is the IIoT platform (Industrial Internet of Things) of ZF, therefore we are connecting production assets with each other to enable smart processes. By offering a cloud and edge stack even low latency requirements can be fulfilled and network dependencies are reduced. You will find SCADA, MES and Reporting features within one user-facing Interface.

Role: UI/UX Design & Consulting

Desk Reservation App (Website & Mobile Application) - January 2023

The Desk Reservation App enables ZF employees to book a desk in a given location independent of the country that it is located in. The application is free of charge and internal usage for employees of ZF. It is constantly being developed & improved with new features like meeting room booking as well.

Role: UI/UX Design & Consulting

ZF Ventures (Website Revamp) - October 2022

ZF Ventures is the Corporate Venture Capital Entity of ZF. Our objective is to strengthen ZF's access to external innovation coming from top performing Startups. We initiate & support collaboration between our Divisions, Corporate Functions & Regions and the most innovative startups on the planet.

Role: UI/UX Consulting

TERRA (The Sustainability Chatbot) - November 2021

Terra is an AI enabled "Digital Assistant" and can imitate a real conversation with a user. In a first testing period Terra is available in English and German. As Terra is based on AI technology, it is a learning system and missing information is constantly added.

Role: UI/UX Design

Digital Diary - August 2020

The Digital Diary offers a single window access to the technology space of RPA (Robotic Process Automation) & Chatbot, Advance Analytics, Mobility & Wearables, Smart Factory among others

Role: UI/UX Design