

Sheikh Ahmed

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Summary

Has over 25 years experience of designing for the screen. Creating eye-catching interfaces that provide a functional user experience. Clients include the Arts Council England, Bank of America, Tesco Mobile, O2 Telefonica, BBC Radio 1, British Telecom, BMW, Corbis and Warp Records.

Key Skills

- Collaborative Problem Solving
- UX Research: Qualitative and Quantitative
- UX Design: User flows and wire-framing
- UI Design: Hi-fidelity mockups and prototypes

Current Role

Exclaimer Lead Product Designer

Mar 2022 to Present - Farnborough, Hampshire

SaaS-based email signature management platform for Microsoft 365 & Google Workspace. Number one in their field with over 50,000 customers worldwide of all sizes, across all industries. My role is as a lead product designer in a team of four.

My responsibilities and accountability are:

- People management of the design team.
- Maintaining a high quality of the design teams output.
- The customer experience of our core product.

My accomplishments during this time are:

- Redesign of the onboarding journey for new customers.
- Designing an innovative new product based around email analysis and A.I.
- Updating the UI of the core product in-line with a recent company rebrand.

Trussell Trust UX Consultant - Voluntary Role

Aug 2023 to Present - Tottenham, London

Charity that operates numerous food-banks all over the country. Distributing over 3 million food parcels to cater for an ever increasing demand. Working 1/2 day a week with the Comms team in helping them rebuild their public-facing website.

My responsibilities and accountability are:

- Introducing good disciplines of UX research to help identify pain points.
- Leading on user flows and wire-framing of the new site.
- Introducing and maintaining design best practices for the Comms team.

My accomplishments during this time are:

- Initiating the UX process to allow us to rapidly build out the new website.

Recent Roles

Mimecast Senior UX Designer

Jul 2021 to Feb 2022 - Moorgate, London

Cloud-based email security and management platform for Microsoft 365.
Helping 40,000+ organisations with 17 million users protect and manage their email.
I was the senior UX designer as part of the design team, focussing on the public-facing website.

My responsibilities and accountability were:

- Improving UX of all the public-facing touch-points.
- Mentoring 2 UI designers who were part of the design team.
- Introducing and maintaining design best practices for the design team.

My accomplishments during this time were:

- Leading the redesign of the Mimecaster Central website to improve visibility of our help articles.
- Leading the redesign of the Mimecast Support Hub website to reduce inbound support requests.
- Content migration of the public-facing website from Wordpress to Sitecore.

Hyperoptic Lead UX Designer

Oct 2019 to Jun 2021 - Hammersmith, London

Disruptive, award-winning ISP providing fibre-to-the-building Internet services.
Has over 750,000 customers and the highest customer satisfaction ratings in the industry.
I was the lead UX designer as part of the newly formed design team.

My responsibilities and accountability were:

- Improving UX of the public-facing website.
- Introducing design best practices for the team which was a first for the company.
- Aligning the design team with the BI / Data team for greater analysis of customer behaviour.

My accomplishments during this time were:

- Being the UX lead on a major rebrand initiative.
- Helping the business to understand the importance of UX throughout the creative process.
- Statistically improving engagement of the public-facing website through UX research.

Skills

Design Tools	Coding	Other
Figma	CSS3	Confluence / Jira
	HTML5	Google Analytics
		Hotjar
		UserTesting

Interests

Self-confessed music nerd, I own an unhealthy number of actual physical records. I also create monthly podcasts for my long-running radio station as well as run a music reviews website. Equally obsessed about the cinema with weekly or even twice-weekly trips. I manage to accommodate all this by avoiding television!