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 was heading up the design team of 3 product designers.

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.

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.

Save Water Save Money Lead Product Designer

Jun 2017 to Sep 2019 - Ruislip, Middlesex

Environmental data solutions company focussing on water consumption and reduction.
Partnerships with all of the UK water companies to help customers on saving water and money.
I was the Lead Product Designer brought on board to lead new initiatives in innovation.

My responsibilities and accountability were:
- Leading the product team of 3 people whose skills ranged from front-end development to UI.
- Introducing fundamental principles of UX to the company.
- Maintaining a high quality of the product teams output.

My accomplishments during this time were:
- Product managed the team for a customer engagement gamification app for the UK market.
- Very rapidly expanded into Australia & the USA resulting in over 80,000 signups.
- Adoption by the three biggest water companies in the UK for use in their marketing collateral.

Skills

Design Tools	Coding	Other
Figma	CSS3	Attest
Invision	HTML5	Confluence
		Google Analytics
		Hotjar
		Jira
		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 to the local fleapit. I manage to do accommodate all this by avoiding television!