



# Mohamed Shamir Dawood.

Product Designer (UX/UI Designer), [www.shamirworld.com](http://www.shamirworld.com)

## Work Experience.

### 99x Technology - Senior UX Lead

June 2021 - Present

- Onboarding Projects by conducting a series of UX workshops with potential customers across the world by understanding requirements, demonstrating problem framing & solving methods, Building solution blueprints and demonstrating rapid prototyping skills and ideating solutions
- Managing UX resources assigned to projects by overlooking and teaching the best practices of UX and UI design
- Involved in internal & external UX/UI process managements

### Cloud Solutions International (Pvt) Ltd - UI/UX Lead

October 2018 - June 2021

- Managed the UX/UI team, by ensuring all the members are challenged and motivated and working towards a common goal
- Utilized UX research strategies and frameworks to make decisions about design for the product suite (VIDA)
- Communicated the values of UI/UX disciplines & the core value of a design system created within the organization
- Collaborated with cross functional team in an Agile delivery environment to ensure team-high code quality by following software UI engineering best practices
- Created solution blueprints, prototypes, UI pattern libraries and documented

### Microimage (Pvt) Ltd - Senior Specialist, Creative Design

September 2015 - September 2018

- Use of advanced coding methodologies to create static/dynamic fully responsive websites using HTML,CSS & scripts
- Designed & coded production-ready UX/UI interfaces for mobiles & web applications
- Worked closely with the internal marketing team on promotional materials, marketing campaigns
- Designed print ready graphics with industry standards for advertising & Marketing
- Designed and maintained style guides for inhouse software products

### Digital Glare Lanka (Pvt) Ltd - Senior Web/UI Developer

August 2013 - September 2015

- Designed and developed websites based on market standards and trends for Australian clients
- As the person in charge maintained company website updates & changes
- Initiated research and development to identify new technologies and trends in web & email design
- Designed print ready graphics for advertising both inhouse and overseas clients
- Designed and maintaining email newsletters for overseas clients

### Mindcroft (Pvt) Ltd - Senior Web & Graphic Designer

June 2011 - August 2013

- Designed websites based on market standards and trends for clients overseas
- Maintained website updates & changes for clients
- Initiated research and development sessions to identify new technologies and trends in web design
- Desiged print ready graphics for advertising both inhouse and for overseas clients

## Education.

### Master of Business Administration, University of the West of England, Bristol

Graduated with Masters with Merit, March 2022

### University of Colombo School of Computing (UCSC), Sri Lanka

Advanced Digital Media Technology Centre, January 2010 - July 2010

- Certificate in Advanced Multimedia Web Design & Development Techniques
- Certificate in Dynamic Web Application Development with PHP & MySQL

### Isipathana Collage - Colombo, Sri Lanka

- GCE O/L Examination - 2006
- GCE A/L Examination in Commerce Stream - 2009

## Personal.

Mohamed Shamir Dawood

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## Social.

[linkedin.com/in/shamir-dawood](https://www.linkedin.com/in/shamir-dawood)

[behance.net/shamirworld](https://www.behance.net/shamirworld)

[dribbble.com/shamirworld](https://dribbble.com/shamirworld)

## Talent & Skills.

End User Problem Solving

UX/UI Design

Wireframing

Graphic Design

Digital Print Media Design

Branding

Prototyping

Information Architecture

User Research

Competitor Analysis

Usability Testing

## Tools & Technical.

Figma

FigJam

Miro

Adobe (XD, Photoshop, Illustrator)

HTML/CSS/SASS

WordPress

Jira

Azure DevOps

Balsamiq

MS Office

## Personal Interests.

Painting/ Digital Arts

Family Time

Mentoring Design Community

Sports