



Shamir Dawood.

Product Designer with over 10 years of industry experience

Work Experience.

Senior UX Lead - 99x Technology Pvt Ltd

June 2021 – Present

- On-boarding 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/UI
- Involved in internal & external UX/UI process management

UI/UI Lead - Cloud Solutions International Pvt Ltd

October 2018 – June 2021

- Managed the UX/UI team, by ensuring all the members are challenged and motivated and working towards a common goal
- Unitized UX research strategies and frameworks to make decisions about design for the product suite (VIDA)
- Communicated the values of UX/UI disciplines & the core values of design system created with the organization
- Collaborated with cross fictional teams 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 documentation

Senior Specialist, Creative Design - Microimage Pvt Ltd

September 2015 – September 2018

- Use of advanced coding methodologies to create static/dynamic responsive websites using HTML, CSS & Scripts
- Design & coded production ready UX/UI interfaces for mobile & web applications
- Worked closely with the internal marketing team on promotional materials, marketing campaigns
- Design print ready graphics with industry standards for Advertising & Marketing
- Design and maintained styles for in-house software products

Senior Web/UI Developer - Digital Glare Lanka Pvt Ltd

August 2013 – September 2015

- Designed and developed websites based on industry standards and trends for Australian clients
- 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 in-house and overseas clients
- Designed and maintained email newsletters for overseas clients

Senior Web & Graphic Designer - Mindcroft Pvt Ltd

June 2011 – August 2013

- Designed websites based on industry standards and trends, Converting to WordPress themes for European clients
- Maintained website updates for European clients
- Initiated research and development sessions to identify new technologies and trends in web design
- Designed print ready graphics for advertising both in-house and for overseas clients

Education.

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

Graduated Masters with Merit, Jan 2021 - 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 College - Colombo, Sri Lanka

- GCE O/L Examination – 2006
- GCE A/L Examination in Commence Stream - 2009

Personal.

Mohamed Shamir Dawood

+94 776 697 810

www.shamirworld.com

info@shamirworld.com

Social.

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

dribbble.com/shamirworld

medium.com/@shamir786

Talent & Skills.

End User Problem Solving

UX/UI Design

Information Architecture

User Research

Competitor Analysis

Usability Testing

Wire-Framing

Prototyping

Graphic Design

Digital Print Media Design

Branding

Tools & Technical.

Figma

FigJam

Miro

Adobe XD

Adobe Photoshop

Adobe Illustrator

HTML

CSS

SASS

WordPress

Azure DevOps

Balsamiq

PHP

Angular

Jira

Confluence

Personal Interests.

Painting

Digital arts

Spending time with family

Mentoring design community

Sports