



# Shamir Dawood.

Product Designer with over 10 years of industry experience

## Work Experience.

### Senior Product Designer – Alex Solutions Global Pty Ltd

Nov 2022 – Present

### Senior UX Lead - 99x Technology Pvt Ltd

June 2021 – Nov 2022

- 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

### UX/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

## 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

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## Social.

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

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

[medium.com/@shamir786](https://medium.com/@shamir786)

## Talent & Skills.

End User Problem Solving

Building Empathy

Information Architecture

User Research

Competitor Analysis

Usability Testing

Wire-Framing

Rapid Prototyping

User Interface 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