Ashhar Shams

UX Designer

I have 7 years of professional experience designing interactive end-to-end user experience.

Email
ashhar.shams@gmail.com

Website
www.ashharshams.com

Phone
(+91) 987 386 3379

Address
New Delhi, India

Socials

Behance
@ashharshamskhan

Dribbble
@imagineashar

Linkedin
@ashharshams

Medium
@ashharshams

Languages

English
Professional working

Hindi
Native

Urdu
Native

Fun Fact

" I have worked with Amitabh Bachchan on an AD film. "

Experience

Lead UX Designer
FedEx via Wipro
Dec 2021 – Present
📍 Memphis, USA (Remote)

- Transformed the FedEx logged-in homepage: Spearheaded a major overhaul of the user dashboard in 2022, resulting in a 20% increase in user engagement and a 15% reduction in support queries within six months.

Product designer
Airbnb
Sep 2019 – Dec 2021
📍 Gurgoan, India (Remote)

- Video feature : Led the design of the Host Video Project, resulting in a 150% increase in video uploads to Airbnb's platform within a year.

UX Designer
Basira Studio
June 2018 – August 2019
📍 New Delhi, India

- Created detailed wireframes and prototypes to guide development team in building high-quality applications.

Latest projects

FedEx Control Center
Enhancing the FedEx Control Center for Efficiency and User Engagement

🔗 ashharshams.com/fedexux

Airbnb Covid Redesign
Redesign the product to build back the trust of people in travelling.

🔗 behance.com/airbnbredesing

Skills

Interaction Design

Web Design	Mobile Design	User Experience	• Wireframing • Prototyping • Testing	Design System

Visual Design

Motion Design	Typography	Visual Design	Mockups	• Branding • Content Curation

Education

Jamia Millia Islamia
Bachelor of Architecture
July 2013-May 2018

Interaction Design Foundation
HCI, Product Design
June 2020

Y Combinator
Startup School
August 2021

Tools

Figma
UI/UX Design, Prototyping

Adobe Creative Cloud
Visual Design, Editing

Agility
Project Management

Shopify
E-commerce portal