

Ashhar Shams

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Technical Skills

Skills: Experience Visualization, Wireframing & Prototyping, Usability Testing, User Research, Design Mockups, Journey Maps, Process Flows, User Needs Analysis, Requirements Gathering, UX Scope Definition, UX Deliverables, Design Presentation & Justification, Design-Led Development, Accessibility Design, Product Development, Conceptualization & Implementation, Design system

Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, After effects), Framer, Miro, Notion, Jira

Other Skills: Advanced Excel, Business Analysis, Data Analysis, Filmmaking, Video editing, Generative AI

Experience

FedEx (via Wipro)

December 2021 – Present

UX Lead

Remote/India

- **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.
- **Data-driven design:** Leveraged real-time analytics from FedEx's internal tools to develop a **personalised user dashboard**, displaying real-time shipment data, tracking insights, and business-critical metrics. This led to a **30% improvement in user satisfaction**.
- **Improved conversion rates:** Collaborated with the marketing team to optimise user flows based on behavioural data, contributing to a **25% increase in account registrations**.
- **A/B testing and iteration:** Conducted regular A/B tests to refine design choices, leading to a **12% improvement in feature adoption rates**.

Airbnb

September 2019 – December 2021

Product Designer

Gurgaon, India

- **Video feature success:** Led the design of the Host Video Project, resulting in a **150% increase in video uploads** to Airbnb's platform within a year.
- **UX optimisation:** Analysed web analytics to prioritise key feature enhancements, **boosting host satisfaction by 18%** based on post-launch surveys.
- Analysed web analytics data to inform design decisions and prioritise feature enhancements based on user behaviour trends.
- Conducted thorough user research, identifying key pain points and opportunities for improvement.

Basira Studio

June 2018 – August 2019

UX Designer

New Delhi, India

- Created detailed wireframes and prototypes to guide the development team in building high-quality applications.
- Consistently received positive feedback from end-users, validating the effectiveness of design solutions in meeting user needs and enhancing overall satisfaction.
- Worked extensively with the Government of India (Ministry of Broadcasting and Ministry of Agriculture).
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality work within established deadlines.

Personal Projects/Awards & Achievements

- Wipro Victory League, May 2024.
- Wipro Delivery Superstar - DMC, October 2023.
- DX S.P.I.R.I.T Award, October 2023.

Education

Jamia Millia Islamia

July 2013 – May 2018

Bachelor of Architecture design

New Delhi, India