

Fariduz Zaman

Senior UI/UX Designer

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PROFILE SUMMARY

- I have been working as a Senior UX designer, researcher and architect with 14 years of experience. My expertise design and research for digital transformation and product digitization.
- I master the best and most current UX agile methodology in the industry alongside having a strong understanding and ability to perceive human nature and behavior.

SKILLS

UX Research

- Stakeholder Interview
- User Interview
- Surveys / Questionnaires
- Card sorting
- Storyboarding
- Usability Testing
- Tree Testing
- A/B testing
- Web Analytics

UX Methods

- Heuristic Evaluation
- Information Architecture
- Persona Creation
- Contextual Enquiry
- User Journey Mapping
- Paper Prototype
- Wireframe
- Content Audit & inventories

Design Tools

- Adobe XD
- Figma
- InVision
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- After Effects

EXPERIENCE

Yomly (Previously Emirates HR), Senior UX Designer

May 2022 to Present - Full Time - Dubai, United Arab Emirates

Working as a Product Designer and User Researcher for this organisation. I have been working closely with the product managers to enhance product features from user perspective. Understanding the complexity of the product mechanism as well as customers needs and painpoints, I suggest design solutions based on user centered design and business. Any addition of new feature always go through an UX research process before prototype or wireframe it. Persona creation from ethnographic and qualitative data for each client's requirements. Key projects I have delivered, Employee expense reimbursement, Leave Request 2.0, Timesheet, redesigned Yomly Mobile app etc.

Dubai Islamic Bank, Senior UX Designer

Jan 2019 to May 2022- Full Time - Dubai, United Arab Emirates

As a senior User Experience researcher and designer for this Bank. I have been involved for digital transformation from adopting new technologies and services across the bank. Digital transformation in banking largely entails the shift to offering online and digital services from different channels (mobile, tablet, website and ATM). In this transformation bank allowed their traditional products to create a more cohesive and personalize customer journey, e.g. COB, Personal Finance and Credit Card etc. One of the successful project I have delivered is New to Bank, this smooth and simple user journey design able to made AED 450 millions business within 2.5 consecutive years and able to reduced 50% work from bank branches.

Techmill Technologies, World Bank Group - IFC, Senior UX Designer

Jun 2017 to Sep 2018 - Full Time - Bangalore, Karnataka, India

I have worked on 2 major projects for World Bank Group - IFC as a consultant from Techmill Technologies. I have manage all forms of requirement gathering, user research and usability testing, ensuring the best methods are selected for each project. Work with the in-house designers and developers to ensure all designs are implementing as per UX best practices.

Deutsche Bank, UX Designer

Jul 2012 to May 2017 - Full Time - Bangalore, Karnataka, India

Worked as a Senior UX designer for this German bank. My role was to do getting requirements from different business stakeholders, conducting user interview, user research (focus group, contextual enquiry, user web data analytics etc), create storyboard, create Information Architecture (IA), and create paper prototype and interactive wireframes. I have done more than 20 projects (for desktop, tablet and mobile). Worked on responsive designs for 12 and 16 grid systems.

Computer East Outsourcing Pvt Ltd, Web Designer

Sep 2011 to Nov 2011 - Full Time - Bangalore, Karnataka, India

Conceptualize original website design ideas that bring simplicity and user friendliness to complex roadblocks. Execute all visual design stages from concept to final hand-off to engineering using HTML and CSS. Present and defend designs and key deliverables to peers and executive level stakeholders

Trinth Holdings, Web Designer

Mar 2009 to Sep 2011 - Full Time - Bangalore, Karnataka, India

Develop UI design specs that allows and facilitate project and functional requirements across a multi-disciplinary teams through all phases of the project.

Recommended UI best practices to Technical Managers to improve the performance of the Web Application.

KEY PROJECTS

New to Bank - Customer Onboarding, Mobile Banking

Dubai Islamic Bank

This was first project of digital transformation Customer On-boarding using DIB mobile app. This customer journey takes a new customer to open a saving, current account and payroll account from user's smart phone without visiting a bank branch.

Roles: UX Designer

Responsibilities:

- Clearly articulate design needs and key decisions to business stakeholders across markets and brands collaborating closely with Product manager.
- Work with Product Owners to define both long and short-term vision and roadmap for digital solutions.
- An in depth user research and competitor analysis has been done before starting the project.
- Design elegant and delightful product experiences as part of a cross-functional Agile product teams
- Research, identify and articulate customer needs.
- Produce and review wireframes and storyboards for digital solutions.
- Interview user to gain an understanding of their needs and behaviors and perceptions.
- Build prototypes and design tests to validate designs based on customer needs, requirements and behaviors.
- After final review from product owner and management, design goes to development team.
- Support developers in the time of development for any kind of design changes arise.

Tools: Adobe XD

Duration: 6 months

HPC & Deep learning - Desktop

Capgemini - Mercedes-Benz Research & Development India

An online training application into High Performance Computing & Deep learning. MBRDI internal employee can login with their organization login credential and start learning in different courses.

Roles: UX Project Lead

Responsibilities:

- Meeting with stakeholders to understand the requirement and targeted audience.
- Establishing project understanding between the team, driving the project from scratch and articulating a vision

- Communicating across different teams, including design, research, writing, engineering, and business (no small undertaking!)
- Understanding the customer journey and creating wireframe based on customer experience lifecycle.
- Conducting design thinking workshop, from different design teams and stakeholders.
- Create Information Architecture (IA), sitemaps, user flows by using open and close card sorting.
- Conducting usability testing with selected users, create questionnaire and giving them task to complete.
- Work with graphic designer team to implement attractive designs as per branding and communicate design ideas and wireframes to backend developers.

Tools: Adobe XD

Duration: 2 months

Transaction Manager Application, Desktop and Mobile

World Bank Group - IFC

Redesign 15 years old application by using UX agile methodology approach and design technologies. This application use for IFC transaction mapping, disbursement settlements and various other banking transactions and functionalities.

Roles: UX Lead

Responsibilities:

- Articulating the requirement from stakeholder interview and create reports on basis of heuristic evolution research.
- Understand project specifications and user's behavior, pain points, frustrations by work as moderator in user interviews, focus group, contextual enquiry, surveys and from web data analytics report.
- Create personas through user research and data gather from interviews and contextual enquiries.
- Mapping Information Architecture (IA), sitemaps, user flows by using open and close card sorting.
- Start working on paper prototype and interactive wireframes for desktop and mobile responsive designs by using wire framing tool Axure RP.
- Conducting usability testing with selected users, create questionnaire and giving them task to complete.
- Work with graphic designer team to implement attractive designs as per branding and communicate design ideas and wireframes to backend developers.

Tools: Axure RP/Photoshop

Duration: 5 months

dbSupportPlus, Desktop and iPad

Deutsche Bank - GTO

Redesign DB GTO IT support help desk web application. This application use for bank employees to request any IT support ticket from any location in the world. The users are in two categories, one who request ticket for own and other from support team who track those ticket and close after resolve.

Roles: UX Designer

Responsibilities:

- Get requirement from business stakeholder and requirement documents to understand the project.
- Conducting and work as moderator in user interview, contextual inquiries, focus group to understand end user pain points and frustrations.
- Create personas through user research and data gather from interviews.
- Start working on card sorting by using open and close and create the information architecture (IA), site map and user flow.
- Worked of high-fidelity interactive wireframe in tool Axure RP after getting the paper prototypes from junior designers.
- Conduct usability testing for selected users with predefined questionnaire and given tasks.
- Worked with graphic designer team to translate the wireframes to visual design and support backend developers to work on application development.

Tools: Axure RP/Photoshop

Duration: 5 months

AWARDS & RECOGNITION

- Best Designer award for Deutsche Bank Group Intranet project, from Global Head.

EDUCATION

- Bachelor of Arts (BA) from Dibrugarh University, India in the year 2008.
- 3 years Diploma in Computer Science from Epitome Consultancy, India in the year 2006.

CERTIFICATION

- HCI - Fundamentals & Design Principles, *Georgia Institute of Technology (GIT)*
- HCI: Cognition, Context & Culture, *Georgia Institute of Technology (GIT)*
- Customer Experience: Journey Mapping, *Lynda - LinkedIn*
- Design Thinking: Customer Experience, *Lynda - LinkedIn*
- Strategic Thinking, *Lynda - LinkedIn*
- UX Foundations: Style Guides and Design Systems, *Lynda - LinkedIn*
- UX Research: Lean Experimentation, *Lynda - LinkedIn*
- UX Design: 5 Creating Scenarios and Storyboard, *Lynda - LinkedIn*
- UX Foundations: Research, *Lynda - LinkedIn*
- UX Research Methods: Interviewing, *Lynda - LinkedIn*
- UX Design: 4 Ideation, *Lynda - LinkedIn*
- Advanced UX Training, *Bridge UX Lab, Bangalore in 2018.*
- Project Management Foundations: Small Projects, *Lynda - LinkedIn*

PERSONAL DETAILS

Name: Md. Fariduz Zaman

Passport Number: T6785828

DOB: 1st July, 1984

Visa status: Dependent visa (visa not required)