

# Mahaboob Shaik

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## SUMMARY

- UX Certified professional by Nielsen Norman Group (NN/g).
- 12 years of experience in UX/UI Designing, Web Development including SEO.
- Work with clients throughout the entire UX design process using Research, ideation, prototyping, testing, and iteration practices.
- Develop efficient, user-friendly enterprise applications through user-centered design (UCD) principles and processes.
- Strong capability to understand business requirements from clients and translate them into technical.
- Experience in front-end technologies (Adobe CC, Dreamweaver, HTML, and CSS).
- Experience in strategy, research, workflows, journey maps, wireframes, prototypes, usability testing, heuristic evaluation, mobile UX, Native IOS, Android, design system, interaction design, and visual design components for web and mobile.
- Produce visually appealing designs focused on accessibility, usability, utility, and cross-browser compatibility.
- Create documentation and designs associated with the Design System, UI (style guide), application deployments, and knowledge base articles.
- Create a responsive design using media queries and Bootstrap.
- Collaborate with Agile, cross-functional teams to design, analyze, or solve problems and create solutions.
- Install and Configure WordPress themes.
- Good understanding of search engine optimization (SEO) techniques like algorithms, On page, Off page, and WordPress plugins.

**Education:** Master's in Computer Applications

**Certifications:**

Connected Manager from Capgemini University/Harvard ManageMentor.

UX Certified from NN Group (**UXC# 1053190**)

- Design Systems and Pattern Libraries
- Mobile User Experience
- Analytics and User Experience
- User Research Methods: From Strategy to Requirements to Design
- Managing User Experience Strategy

**Portfolio:** [www.mahaboobshaik.com](http://www.mahaboobshaik.com)

**UX SKILLS:**

**User Research:** UX Strategy, User Interview, Competitive Analysis, Personas, Journey map, Task Analysis.

**Information Architecture:** Translate Information to Design, Card Sorting, Tree Testing.

**Design:** Sketches, Wireframes, Prototypes, Design System

**Usability testing**

**SKILL SET**

**Wireframes & Prototypes:** Sketch, Axure, Invision, Balsamiq, Figma, AdobeXD, Zeplin, ZeroHeight

**Design Tools:** Photoshop, Illustrator, Flash

**Programming Languages:** HTML5, CSS3

**IDEs & Frameworks:** Adobe Dreamweaver, Bootstrap

**CMS:** WordPress

**SDLC:** Waterfall, Agile

**Industries:** Banking, Insurance, E-commerce, Healthcare, Retail, B2B, B2C

**Project Management Tools:** Jira, Azure Devops

## PROFESSIONAL SUMMARY

**UX Designer**

**Jun 2025 to Till Date**

**SLK**

**Client: 5/3 Bank – Cincinnati OH**

(Bank Mobile App Promotions Feature)

UX Research Responsibilities:

- Competitive & Market Analysis
- Conducted competitive benchmarking of 5+ Financial apps to analyze:
- Promotional feature placement (e.g., banners, push notifications).
- User engagement strategies (discounts, cashback, offers).
- Identified gaps & opportunities (e.g., competitors lacked personalized offers).

UX/UI Design Responsibilities for Native IOS :

- Wireframing & Prototyping for financial products (Mobile App Promotions)
- Designed low-fidelity wireframes (Figma)
- Promotions Hub (Dedicated tab vs. homepage integration).
- Worked with product managers to align promotions with business KPIs (e.g., card usage growth).
- Conducted stakeholder reviews to balance marketing goals with UX best practices.

Usability Testing:

- Conducted A/B tests and iterated based on user feedback.
- Personalized Offer Cards (Dynamic based on spending habits).

Prototypes:

- Created prototypes with interactions

Introduced reusable components for promotions:

- Animated Banner Templates (For seasonal campaigns).
- Calculators and tables.

Dashboard Redesign (Consumer Web Portal):

- Restructured dashboard information architecture to prioritize user-friendly web portal that allows customers to manage their accounts, track investments, and make payments.
- Quick access to active promotions.

**Tools:** Figma, Figjam

**Design Manager / UX Designer**

**Mar 2020 to Mar 2025**

**Sogeti USA part of Capgemini - Cincinnati OH**

**Responsibilities:**

- Worked within the UX department at Capgemini's GroupIT tower, responsible for the user experience of all internal applications in a geographically dispersed team environment.
- Working on Research and Design for Digital Transformation projects.
- Led UX Research, Gathering Requirements and Design process for an Enterprise Virtual Assistant application.
- Designed and executed usability studies, surveys, and user interviews, analyzing data to drive data-informed decisions to cover unmet needs for Power BI Business Intelligence dashboards. Developed wireframes and prototypes aligned with UX best practices and brand guidelines.
- Designed intuitive user flows and conversational interfaces for an AI-powered chatbot, enhancing user engagement.
- Performed user research, including competitive analysis, persona development, and user journey mapping. Converted user research findings into actionable user stories, then designed wireframes and interactive prototypes to align development with user needs. Conducted usability testing for the AI automation chatbot application to enhance existing features, introduce new functionalities, and broaden its capabilities.
- Led end-to-end UX design for an RFP portal by collaborating with cross-functional teams to transform complex technical requirements into intuitive user experiences. Designed a personalized concierge experience upon sign-in, guiding users to relevant tools and content based on their role to accelerate proposal creation. My work directly targeted key business metrics such as win rate and proposal turnaround time. I delivered wireframes and prototypes, iterating based on stakeholder and user feedback to ensure alignment with business and technical goals.
- Designed wireframes and prototypes that significantly improved the redesign of Capgemini.com's responsive website, supporting key marketing and communication initiatives.
- Designed customizable web page sections for capgemini.com to streamline React-based development in WordPress.

- Performed Design QA on the developed build.
- Collaborate with the team to create a design system for the web and ensure it satisfies WCAG AA accessibility guidelines.
- Created wireframes for the Employee portal application using Adobe XD.
- Oversaw the delivery of planned initiatives in an agile delivery framework.

**Tools:** Figma, Sketch, AdobeXD, Mural, Abstract, Zeplin, Zero Height, Sharepoint, Azure Devops

**UX Designer**

**Sep 2019 to Feb 2020**

**Infinite**

**Client: Conduent – Healthcare - Cincinnati OH**

**Responsibilities:**

- Oversaw creating new user experiences within the framework of human-centered design practice for healthcare insurance products.
- Gathering and evaluating user requirements, in collaboration with product owners and business managers.
- Illustrating design ideas using storyboards, process flows, and sitemaps.
- Preparing and presenting early concepts to internal teams and key stakeholders.
- Developed wireframes and prototypes for Healthcare portal for Providers and Patients that clearly illustrate how sites function and look.
- Leveraged Google Suite (Docs, Sheets, Slides, Drive, Forms) for collaborative UX design workflows, research synthesis, and stakeholder presentations.

**Tools:** Figma, Adobe XD, Zeplin, GSuite, JIRA

**UX / Visual Designer**

**Feb 2018 to Sep 2019**

**TCS**

**Client: AAA Insurance – Tampa, FL**

**Responsibilities:**

- Converted Web application to responsive for multi-devices.
- Gathering and evaluating user requirements, in collaboration with end users, product owners and business managers.
- Created design methods, usability, navigation schemes, hierarchy & composition, information architecture, and current design trends/best practices for desktop and mobile
- Created high-fidelity wireframes by using user feedback and running with the business owners.
- Review designs throughout the development lifecycle to ensure the integrity of information architecture.
- Lead the development team (offshore) to ensure technical feasibility and flawless implementation.

**Tools:** Sketch, Axure, Figma, Adobe Illustrator

**Client: AXA Insurance – Charlotte, NC**

**Responsibilities:**

- Converting the Customer Communication Application—including automated mailing processes for documents, invoices, and notices—from a desktop to a web application.
- Conduct stakeholder interviews to determine business goals.
- Gathering and evaluating user requirements, in collaboration with product owners and business managers.
- Performed qualitative and quantitative research to uncover user needs, behaviors, and key pain points.
- Created user flows, sitemaps, and low and high-fidelity wireframes based on specifications, goals, needs, and limitations.
- Lead the development team (offshore) to ensure technical feasibility and flawless implementation.
- Work collaboratively within an Agile process with other UX designers, product owners, project managers, UI, and developers.
- Get the approval from business and create Visual designs for the application by using branding guidelines.
- Maintain working knowledge about emerging user interface/user experience standards and best practices.
- Leveraged JIRA for end-to-end Agile project management, ensuring seamless alignment between UX deliverables and development sprints
- Review designs throughout the development lifecycle to ensure the integrity of information architecture.

**Tools:** Axure, Figma, Adobe Photoshop, Adobe Illustrator, JIRA

**Client: Bank of America – Charlotte, NC**

**Responsibilities:**

- Designed user experiences for a universal mobile banking application, with specialized iPad views for features like payments, mobile check deposit, deals, and user profile management. The goal was to increase customer engagement and provide a seamless cross-device experience.
- Design wireframes, mockups, and prototypes following accessibility guidelines based on business requirements to offer business solutions
- Created UX deliverables for iPad applications including wireframes, clickable prototypes, specifications, and assets for stakeholders and developers
- Created UI and UX deliverables for Safepass mobile application.
- Tools used Sketch, Axure RP and Photoshop

**Tools:** Sketch, Axure, Adobe Illustrator

**UI/UX Designer Developer**

**Nov 2016 to Jan 2017**

**AMS - Cincinnati, Ohio.**

**Responsibilities:**

- Designing sketches, user flows, and wireframes using Adobe tools and developed mock-ups, and prototypes using Sketch, HTML5, and CSS3.
- Extensively went through the SEO best practices for great UX on a prebuilt application.
- Performed personas and user research.
- Creating wireframes, and design prototypes, including graphic design, site navigation, and layout of content, for company and other affiliate websites.
- Designed Logos and web layouts using Photoshop & Illustrator for affiliate websites.
- Developed Layouts using JavaScript, HTML5, CSS3, and Bootstrap framework for Responsive Web Design (RWD).
- Enhanced On-page optimization of the web portal to improve SEO ranking.
- Developed HTML mockups for internal projects using HTML and CSS based on the UX designs.
- Create and implement new graphics as needed for marketing campaigns and design changes.
- Utilized user-centered design (UCD), implemented current interaction design trends, and followed best design practices for various website pages.

- Delivered Responsive layouts for Desktops and Mobile devices for affiliate websites.
- Worked with GIT for software versioning and revision control.
- Delivered designs focused on usability, utility, cross-browser compatibility, and SEO /web standards for their web portal.

**Tools:** Invision, Balsamiq, Adobe Photoshop

### UI/UX Designer Developer & SEO Analyst

May 2013 to Jan 2018

**Freelancer - Cincinnati, Ohio.**

#### **Responsibilities:**

- Gathering business requirements from clients and preparing the high-level documents
- Work with clients through the entire UX design process
- Research, ideation, prototyping, testing, and iteration
- Created and articulated information architecture, interaction models, user flows, and interaction patterns
- Created wireframes for web portal redesign
- Created mobile screens for Native iOS and Android
- Specialize in helping clients ensure their UX goals and visual design align with business strategy
- Create rapid prototypes as needed from mockups and wireframe designs for requirements discussions, alternatives, and business validation
- Utilized Balsamiq and Sketch to create wireframes for a final direction using personas and corporate feedback.
- Utilized Axure for UX design prototypes and high-fidelity mockups.
- Strategized UI UX process through weekly meetings with shareholders and stakeholders.
- Converted user stories to visual designs based on company Style guides.
- Utilized User-Centered Design to create the best visual for the end user.
- Performed user research, user-centered design (UCD) reviews, and usability testing to gauge UI/UX design effectiveness
- Created multiple website designs and logos for clients and agencies.
- Webmaster services - Created layouts and implemented Client's needs.
- Create and execute unit tests, performance testing, and defect troubleshooting
- Designed Logos and web layouts using Photoshop & Illustrator
- Developed or customized templates using HTML5, CSS3, SASS, JavaScript, jQuery and Bootstrap

- Participate in Sprint planning and daily Scrum team meetings with developers and product owners
- Installed and configured WordPress themes
- Edit and repurpose WordPress plugins in accordance with customers' needs
- Worked on W3 Total Cache, Yoast SEO, OptinMonster, Contact Form 7, Advanced Custom Fields, Testimonials Widget, and more plugins to enhance WordPress websites
- Assist quality assurance in troubleshooting issues and bug fix resolution
- Work with other departments to develop and implement strategies to improve direct traffic to the website

**Tools:** Sketch, Axure, Invision, Balsamiq, Figma, Zeplin, Adobe Photoshop, Adobe Illustrator, Dreamweaver, WordPress