Adil Ahmad
User Experience Designer

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Work Experience:

Qatar Airways — Senior Product Designer
February 2023 - Present • Doha

• Designing and improving, experiences for Qatar Airways' digital products across multiple languages, ensuring a seamless and culturally appropriate experience for global users.

• Creating and delivering strategic vision pieces to senior leadership, securing buy-in and business support for design initiatives.

• Providing mentorship, guidance and training sessions on design principles, best practices, stakeholder management and design critiques.

• Developing and implementing new processes to streamline design workflows, improve developer handoffs, and accelerate delivery times.

• Collaborating with cross-functional teams (engineering, product management, marketing, brand) to understand user needs and translate them into effective digital solutions.

• Conducted a comprehensive analysis of the Qatar Airways upgrade section and competitive offerings, leading to a redesigned upgrade experience that increased overall upgrade bookings by 23% through A/B testing.

Jaguar Land Rover — Senior UX/UI Designer
October 2022 - February 2023 • Manchester

• Responsible for leading full design cycles of confidential projects in collaboration with engineering, ensuring seamless implementation.

• Conducting impactful design thinking workshops and training sessions for user groups of varying sizes and demographics.

• Delivering compelling product presentations to internal stakeholders, product owners, managers and engineering, resulting in successful buy-in's, launches and post-launch analysis.

• Mentoring junior UX professionals through effective management, training on best practices and career development.

The Midcounties Co-operative — UX/UI Designer
Jan 2017 - Sep 2022 • Leamington Spa

• Led the responsive UI/UX design for all AA products within The Midcounties Co-operative portfolio, delivering customer-centric, e-commerce and backend focused mobile and website experiences.

• Creation of full end to end customer-centric mobile and website experiences, going through all the stages of design: user research, wireframes, customer journeys and flows, high/low fidelity designs, interactive prototypes, creating and contributing to digital design libraries, digital assets, brand guidelines and concept testing.

• Managed stakeholders and business expectations through discovery sessions, prototype walkthroughs and product requirement gathering.

• Hands-on experience with front end development HTML and CSS, conducting quality assurance testing and developer handoffs facilitating collaboration across cross-functional teams.

• Maintaining content and product optimisation with best practices such as SEO, accessibility, mobile and web page speed investigation, and creation of digital content and email marketing.

• Trained employees on Episerver content management system and provided support for customer-facing BAU incidents through Service Now triage.

Education:

Coventry University — BA (Hons) Illustration Graphics: 2:1
Sep 2013 - Jun 2016

Certifications:

Userzoom - Userzoom Advanced Certification & Platform Essentials
May 2023

Udemy - How To Design for Accessibility: for UX Designers (WCAG 2.2)
Feb 2023

Google Digital Garage - The Fundamentals of Digital Marketing
Jun 2021

Quanta Training Ltd - JavaScript & jQuery Essentials
Feb 2019

Quanta Training Ltd - HTML & CSS Fundamentals
Nov 2018

Working Level Skills & Applications:

Research, Design & Prototyping:

• Figma • Sketch • Adobe Creative Cloud • Miro • Lucid • FigJam • Zeplin • Userzoom • Axure • Invision • Spline • Hotjar • Notion • Microsoft 365 • Google Analytics • Design-Systems • Style guides • Information Architecture • Wireframing • High & Low-fidelity Designs • User Centered Design • A&B Testing • User Research Methodologies • Design Thinking Workshops • User Research Workshops • Motion Design • Accessibility • Responsive Design (Cross Functional Experience) • Interactive & Rapid Prototyping • Content Creation • Social Media

Front End Development:

• HTML • CSS • JavaScript • jQuery • Storybook • Pattern Library • Confluence • Jira • Trello • EpiServer CMS • Bootstrap • SEO • Metadata Management • Google Lighthouse