

Adil Ahmad

User Experience Designer

Portfolio: [adeeeeli.github.io](#)

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Work Experience:

Qatar Airways — Senior Product Designer

February 2023 - Present • Doha

- Designing and improved 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, and 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 app and web experiences for confidential new vehicle releases in collaboration with engineering, ensuring seamless implementation in line with business timelines.
- Led the design cycle of a backend product that enables global software updates for all Jaguar Land Rover vehicles. This complex system manages ECU upgrades, accounting for software and hardware dependencies, resulting in an estimated business saving of £100 per update.
- Conducted impactful design thinking workshops and training sessions for user groups of varying sizes and demographics.
- Delivered 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.
- Created 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-in 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