

Adil Ahmad

User Experience Designer

Portfolio: [adilahmad.co.uk](#)

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Work Experience:

Jaguar Land Rover — Senior UX/UI Designer

October 2022 - Present

- 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

- 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.

Freelance - UI/UX Consultancy & Social Media

Sep 2016 - Present

- Working with businesses on digital user experience, branded content creation, managing art direction, creative consultation.
- Guiding business in understanding market trends, reviewing marketing materials for different audiences, photo manipulation and photography edits.
- Creating social media content for paid advertising and e-commerce product launches.

Student Design Agency - Project Manager

Sep 2015 - May 2016

- Managed a team of designers and marketers, overseeing multiple client projects for an internal design agency
- Developed project briefs, timelines, and successfully achieved internal budgets and targets
- Collaborated with stakeholders to ensure all project goals were met, resulting in successful outcomes for clients.

Education:

Coventry University — BA (Hons) Illustration Graphics: 2:1

Sep 2013 - Jun 2016

Certifications:

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