

Shaiz Kunhimohammed

Product Designer / Toronto

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ABOUT ME

I've spent over a decade working as a product designer, crafting products that meet user needs by aligning with business objectives. I've collaborated across various teams, spanning from startups to big corporations, on products in sectors like SEO, fintech, ad marketplace, and eLearning.

EDUCATION

Master of Design
University of New South Wales
Sydney, Australia | Aug '08 - Jul '10

Bachelor of Design
Indian Institute of Technology
Guwahati, India | Jul '03 - May '07

SKILLS

Toolsets

Figma	Illustrator
Photoshop	InDesign

Programming Languages

React	JS
HTML	CSS
SCSS	


EXPERIENCE

BrightEdge | Sr. Product Designer
Apr '22 - Present

Toronto, Canada 


Worked closely with product managers and developers to improve our reporting suite, map listings management as well as leveraging generative AI to improve SEO performance. As a result of the updated design and features, we saw a **250-400% increase in user engagement** in the products. I was also responsible for closely monitoring product usage, conducting user tests and distilling user feedback into actionable tasks.

Arcesium | Lead Product Designer
Jul '15 - Dec '21

Hyderabad, India 

I was responsible for the overall design direction at the firm, involved in the end-to-end process for creating products for some of the world's most sophisticated financial institutions, including hedge funds, banks, institutional asset managers, and private equity firms. I created the firm's design system to elevate the design quality and ensure consistency in interactions and layouts across all platform applications. **Worked alongside developers and product owners** to evangelize the same. This improved our time to market due to an **increase in the team's design throughput**. Assisted developers by writing code for our React component library resulting in faster release cycles as this approach required minimal design review cycles.

D. E. Shaw India Pvt. Ltd. | Senior Product Designer
Jan '15 - Jun '15

Hyderabad, India 

I undertook a temporary role prior to the formation of Arcesium. In this period, my primary responsibility involved establishing the foundational design framework for Arcesium's applications.

PubMatic [Nasdaq: PUBM] | UX Designer
Jan '14 - Jan '15

Pune, India 

I collaborated with a fellow designer and a lead developer to **overhaul the firm's reporting & analytics tool**. This encompassed exploring innovative concepts, such as leveraging NLP, and conducting **user research** and tests, employing think-aloud protocols to gather actionable feedback on our designs. Insights gleaned from these tests enhanced interactions, especially refining the NLP feature for seamless **usability across diverse user skill sets and experiences**. Additionally, I contributed as part of a team comprising three designers and two developers, focusing on constructing a new UI component library utilizing AngularJS.

Mettl | UX Designer
Mar '13 - Jan '14

Gurugram, India 

Kwik Kopy Bondi Junction | UI Designer
Dec '10 - Jan '13

Sydney, Australia 

CarbonBlack | UI Designer
Oct '08 - Nov '10

Sydney, Australia 