

SAJID RESHAMWALA

A product designer with a foundation in research and strategy

EXPERIENCE

Lead Product Designer

Jut Inc.:

2014-Present

San Francisco, CA

- Developed applications from initial concept through execution and ongoing iteration that increased our KPI's around engagement and retention.
- Executed the organization's first design vision projects to help the team articulate what the Jut ecosystem could look like a year out and beyond.
- Led the team through design projects that were inclusive from start to finish while introducing the team to design sprints, workshoping methods, and usability studies.

User Experience Designer

Yahoo! Inc., Finance

2014

Sunnyvale, CA

- Led the Yahoo! Finance team through open ended design projects and explored opportunity spaces with wireframes and high fidelity mockups.
- Built out high fidelity prototypes for a team that operated in an agile environment and provided design support through the team's release cycles.

Design Researcher

Yahoo! Inc.

2012-2013

Sunnyvale, CA

- Introduced a repeatable workshop process to help product teams kickoff their design projects within the context of their business goals.
- Executed explorative ethnographic research that reframed problems and defined opportunities for media and finance products.

Design Strategist (Intern)

Yahoo! Inc.

2011

Chicago, IL

- Worked with Yahoo!'s design team to develop frameworks for designing products with a sense of meaningful value for end users.

Design Research Lead (intern)

Studio for Design Research

2010

Hong Kong, China

- Developed an insight management tool to be used by future students to document their work and to act as a growing database of user insights for the Hong Kong design community.

EDUCATION

Masters of Design

Institute of Design (IIT)

Masters of Business Administration

Stuart School of Business (IIT)

Chancellor's List Scholar

B.S. Economics

North Carolina State University

B.S. Mechanical Engineering

North Carolina State University

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TEACHING

MaGIC Academy, Malaysia

Lecturer, UX Design

Academy of Arts University

Lecturer, UX and Visual Design

General Assembly

Lecturer, Design Research

SKILLS

Expertise in design sprint and design workshop methodology

Sketch, Framer.js, Principal

Illustrator, Photoshop, After Effects

Solidworks, Rhino3D, FEA Analysis, AutoCAD, Simulink

Welding & CNC Experience