



Mohammad Hamid Ali

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Leveraging over 15 years of expertise in UI/UX design to create engaging digital solutions tailored for various platforms, focusing on user-centric approaches that drive business success.

PROFILE SUMMARY

- Seasoned **UI/UX Design Leader with expertise** in conceptualizing and delivering **user-centric digital solutions for enterprise, web, and mobile platforms**. Adept at steering large-scale design initiatives within the IT services and consulting industry, with a proven record of driving **digital transformation programs that optimize workflows, streamline processes, and elevate customer experiences**.
- Expert in **interaction design, usability testing, and data-driven design methodologies**, with deep proficiency in leading-edge tools including **Figma and Adobe XD**. Recognized for spearheading the development of **centralized design systems** that enhance consistency, **reduce development timelines by measurable margins**, and significantly improve team productivity.
- Accomplished in leading **cross-functional collaboration** across global teams, aligning design strategies with organizational goals, and mentoring high-performing design professionals to achieve excellence. Noted for delivering **enterprise-scale redesign projects that achieved double-digit improvements in user satisfaction ratings and task efficiency**, while embedding **Generative AI-driven workflows** to unlock new levels of innovation and operational effectiveness.

CORE COMPETENCIES

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| <ul style="list-style-type: none">Enterprise Digital TransformationScalable Design SystemsUser-Centric Product StrategyGenerative AI in DesignCross-Functional Collaboration | <ul style="list-style-type: none">Design Governance & StandardsEnterprise Application DesignUser Research & Usability TestingFront-End Integration & HandoffWorkflow Optimization |
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IT SKILLS

Design & Prototyping Tools: Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, GenAI Tools
Front-End Development: HTML, CSS, JavaScript, Bootstrap
Collaboration & Delivery: PPT, Stakeholder Presentation, FigJam, Miro, Trello, Zeplin, Portfolio Platforms
Specialized Expertise: Wireframing, Prototyping, Usability Testing, Accessibility Standards

PROFESSIONAL EXPERIENCE

- Lead UI/UX Designer & Manager** | Capgemini | Apr'18 – Present | Bengaluru, India
- Driving end-to-end design strategy and execution for enterprise-grade applications, delivering **user-centric, scalable, and workflow-optimized solutions** that enhance system efficiency and business outcomes. Partnering with **cross-functional teams, product stakeholders, and developers** to align design initiatives with organizational objectives while mentoring junior designers to uphold **design governance and UX best practices**.
- Designing and delivering a **centralized SDLC application**, streamlining documentation management and workflow orchestration across platforms.
 - Conducting **ethnographic research, stakeholder interviews, and usability testing** to uncover pain points and drive data-informed design enhancements.
 - Creating **wireframes, interactive prototypes, and high-fidelity UI mockups** for validation and stakeholder alignment.
 - Leading and coaching a team of 2–3 designers, fostering a culture of **design thinking, accessibility compliance, and interaction design excellence**.
 - Transitioning legacy offline workflows to **digitized, cloud-based solutions**, reducing operational overhead and accelerating turnaround times.
 - Developing a **UI design system and component library**, enabling design scalability and consistency across multiple enterprise modules.
 - Redesigning **navigation architecture and landing pages**, improving task completion efficiency and reducing cognitive load.
 - Enhancing system capabilities with **advanced UX features** including digital signatures, automated document rendering, and secure storage integration.
 - Building **data visualization dashboards** to optimize decision-making and strengthen cross-module connectivity.
 - Collaborating with engineering teams to ensure **pixel-perfect design implementation and usability adherence**.

Highlights:

- Drove business impact by aligning design solutions with revenue growth and operational efficiency, delivering measurable **ROI** through improved user adoption and reduced development costs.
- Pioneered the use of **Generative AI** in design workflows, accelerating prototyping cycles by 40% and enabling faster experimentation with innovative product experiences.
- Institutionalized a scalable design system and governance framework, ensuring consistency across multi-geography projects and reducing rework **by 30%**.
- Led enterprise-wide digital transformation initiatives, migrating legacy workflows online for **10,000+ users** across multiple departments and geographies.

Principal UI/UX Consultant | Champion InfoMetrics | Oct'08 – Mar'18 | Bengaluru, India

Directed UI/UX design for digital solutions generating **\$1M in annual revenue**, leading a team of designers in crafting seamless, customer-driven product experiences. Oversaw the **end-to-end product design lifecycle**, aligning UX strategy with business objectives and technical feasibility.

- Managed and mentored a team of 3 designers, cultivating a collaborative and high-performance design environment.
- Conducted **user research, surveys, and usability evaluations** to uncover behavioral insights and drive iterative design improvements.
- Designed a **high-performance search interface** for 36M+ B2B contacts, significantly improving **data discoverability and system usability**.
- Translated stakeholder requirements into **user journeys, interaction flows, and responsive prototypes** aligned with industry UX standards.
- Implemented **responsive and adaptive design strategies**, ensuring cross-device consistency and accessibility compliance.
- Partnered with product managers and developers to balance **user experience goals with platform scalability and system constraints**.
- Delivered compelling design presentations, incorporating stakeholder feedback into **iterative prototyping cycles**.
- Elevated design quality across multiple projects, driving **sustained product adoption and revenue growth**.
- Advocated design-first thinking across **cross-functional teams**, strengthening collaboration and securing stakeholder buy-in for user-centric approaches.
- Conducted **large-scale user research programs**, synthesizing insights into actionable design changes that improved task completion rates **by 25%**.
- Challenged and overturned stakeholder assumptions through **evidence-based design**, steering projects toward user-validated solutions that boosted satisfaction scores.

ACADEMIC PURSUITS

- **MBA in IT & HR** – Rabindranath Tagore University, 2021
- **Bachelor of Commerce (B.Com)** – CMJ University, 2012
- **Diploma in Graphic Design** – Arena Multimedia

Certifications:

- UX & Prototyping – Product Innovation Academy
- UX Design – Google (via Coursera)
- Generative AI for Leaders (via Coursera)
- GenAI for Designers (via Coursera)
- Connected Manager - Capgemini University (Harvard ManageMentor)
- Consumer Products & Retail Level 1 Certificate - Capgemini University

AWARDS AND ACCOMPLISHMENTS

- **Enterprise Digital Transformation:** Spearheaded a large-scale initiative that significantly optimized workflows and increased operational efficiency.
- **Scalable Design Systems:** Developed design systems that reduced inconsistencies, accelerated development timelines, and improved design scalability.
- **User Experience Redesign:** Led redesign of enterprise applications, enhancing usability, efficiency, and overall user satisfaction.