

Salim Ansari

Lead UX Designer

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Summary

- 20+ years of experience in UX/UI
- Experience in building, managing, and nurturing high-performing UX team
- Extensive experience and expertise in user experience design, usability principles, and user-centric design approach
- Excellent communication and presentation skills

Hard Skills

- Information Architecture
- Interaction Design
- Prototyping and Wireframing
- Usability Testing
- Design Thinking
- Design System
- Accessibility Design
- Design Tools (Sketch, Figma, Invision Adobe Creative Suite)
- Project Management and Collaboration Tools (Jira, Azure, Slack)

Soft Skills

- Leadership and Team Management
- Communication and Presentation
- Collaboration and Cross-Functional Coordination
- Interpersonal skills

Education

- Bachelor of Arts Burdwan University, West Bengal, India 1996-1998

Certifications

- HCI from IxDI
 - Design Thinking the Ultimate Guide from IxDI
 - Accessibility: How to design for all from IxDF
- [more certifications in my website](#)

Awards

Manager of the year 2023 (OSI Digital)

Work Experience

Lead UX Designer - OSI Digital - Apr 2022 - Till date

- Ensures the establishment of a strong UX team through career development initiatives, certification programs, consistent in-house training sessions, workshops, and routine retrospective meetings
- Actively participates in Agile teams, achieving success across numerous projects through Agile methodologies
- Implements Design Thinking principles in project execution
- Spearheads the development of Design Systems for multiple projects
- Elevates the company's UX maturity by cultivating an environment of comprehension and value for UX throughout the organization, facilitated by the UX Newsletter, frequent workshops, and the enhancement of UX strategies.

Associate Tech Lead (UX design) - OSI Digital - Nov 2016 - Mar 2022

- Designing all products from conception, wireframes, prototypes, and high-fidelity design
- Collaborating with designers and developers to create intuitive and user-friendly design
- Creating Presentations, UX Proposals and Estimation

Freelance UX Designer - Oct 2015 - Oct 2016

- Worked with various clients in the globe to design websites, mobile application and marketing material
- Co-ordinated with developers and other UX Designers to get the website and app development done

Creative Head - Informiv Infotech May 2019 — Sep 2015

- Played a key role in interacting with client and team members to deliver several UX/UI design projects
- Collaborated with a team to create websites, mobile apps, logos, and marketing materials

Sr. Flash/Flex Developer - Informiv Infotech Jan 2008 — May 2009

- Rich Internet Application design using Flex and ActionScript 3
- Flash Animation
- Visual Design

Worked for 3 more companies Please [check my website for more details](#)