

Md Salim Ansari

Lead UX Designer

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Professional Summary

Creative and detail-oriented **UX Design Professional** with 20+ years of experience leading design teams and delivering intuitive, inclusive digital experiences. Expert in **Design Thinking** and **Human-Centered Design**, crafting end-to-end workflows, establishing design systems, and mentoring designers. Passionate about **Accessibility Design**, ensuring products are usable and delightful for all users. Skilled in integrating AI-powered tools to boost speed, creativity, and consistency, bridging business goals with user-centered design for scalable web and mobile products.

Core Competencies

UX & UI Design: Interaction Design | Information Architecture | Prototyping | Wireframing | Accessibility Design | Design Systems | Motion Design | Usability Testing

AI in Design: Lovable | Figma Make | Eleven Labs | Kling (concept generation, voice UI, rapid prototyping)

Design Tools: Figma | Sketch | Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) | Miro

Coding: HTML5 | CSS3 | ActionScript 3

Collaboration & Delivery: Jira | Azure DevOps | Agile / Lean UX | Cross-Functional Collaboration

Leadership & Soft Skills: Mentorship | Team Leadership | Strategic Thinking | Communication

Professional Experience

Lead UX Designer — OSI Digital

Apr 2022 – Present

- Lead and mentor a multi-disciplinary UX team, fostering creativity, collaboration, and continuous learning through in-house training and certification programs.
- Reduced prototype development time by **up to 80%** (from 3-5 days to 1 day) using AI-powered tools like Lovable and Figma Make, significantly improving project turnaround.
- **Mentor and guide 11 UX designers**, driving consistent design quality and professional growth within the team.
- Conduct regular **UX design training sessions** to strengthen UX culture and promote design-first thinking across the organization.
- Champion the integration of **AI-assisted tools** (Figma Make, Lovable, Kling) to accelerate concept visualization and improve design iteration.
- Drive the creation and adoption of **Design Systems** to unify design standards across enterprise products.
- Produced 10+ video presentations using **Premiere Pro**, with **Eleven Labs** and **Kling AI**
- Elevate organizational UX maturity through UX newsletters, internal workshops, and stakeholder engagement.
- Collaborate in Agile teams to deliver scalable, user-centric digital solutions.

Associate Tech Lead (UX Design) — OSI Digital

Nov 2016 – Mar 2022

- Built and maintained Sketch-based component libraries and design systems across multiple projects.
- Reduced design effort by 50% while improving interaction and visual consistency.
- Partnered with developers and product teams to ensure seamless implementation of UX designs.
- Prepared UX proposals, estimates, and client presentations.

Freelance UX Designer

Oct 2015 – Oct 2016

- Designed responsive websites and mobile applications for global clients.
- Collaborated with developers to ensure design intent was preserved through delivery.
- Produced motion and visual assets using **Adobe Premiere Pro** and Creative Suite.

Creative Head — Informiv Infotech

May 2009 – Sep 2015

- Led creative direction for web and mobile UX/UI projects.
- Oversaw design and brand consistency across marketing and digital experiences.
- Mentored junior designers and introduced UX best practices to the organization.

Sr. Flash/Flex Developer — Informiv Infotech

Jan 2008 – May 2009

- Created interactive applications using Flex & ActionScript 3.
- Delivered engaging visual and motion experiences for web platforms.

(Worked with 3 more companies. Complete details available a <https://salimansari.com/about/>)

Education

- **MBA in Operations and Production Management** (Correspondence)
Suresh Gyan Chandra University, Jaipur | 2022 – 2024
- **Bachelor of Arts**,
Burdwan University, West Bengal, India (1996 – 1998)
- **Certifications**
 - HCI – Interaction Design Foundation (IxDF)
 - Design Thinking – The Ultimate Guide (IxDF)
 - Accessibility: How to Design for All – IxDF

(More certifications - <https://salimansari.com/about/>)

Awards

Manager of the Year 2023 - OSI Digital