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# SHAHID KABIRUDDIN SHAIKH

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## Summary

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Innovative and results-driven UX & Product Design Leader with 18+ years of experience driving end-to-end design initiatives across banking, fintech, aviation, and enterprise platforms. Proven record in building and scaling global UX teams, leading design system implementation, and delivering data-driven, high-impact experiences that align user needs with business objectives. Expert in Figma, Design Thinking, Agile, and AI-integrated UX strategies. Recognized for elevating user satisfaction, accelerating product delivery, and mentoring cross-functional teams toward design excellence.

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## Skills

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- UX Strategy
  - Design Systems
  - Prototyping (Figma, Sketch)
  - User Research
  - Information Architecture
  - Agile UX
  - AI-Driven Design
  - Accessibility (WCAG)
  - Creative Problem Solving
  - Leadership
  - Strategic Thinking
  - Collaboration
  - User Empathy
  - Attention to Detail
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## Experience

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**Bank of America** **07/2023 to Current**  
**Senior UX Design Consultant** **Atlanta, GA**

- Spearheaded enterprise-level design system for the Enterprise Community Reinvestment Act (eCRA) project, improving design consistency across 10+ teams.
- Built centralized Figma libraries, cutting redundant design work by 35% and accelerating delivery by 25%.
- Conducted stakeholder workshops improving cross-team collaboration scores by 40%.
- Delivered interactive prototypes that accelerated usability testing and executive approval cycles.
- Trained and mentored 15+ designers, elevating design standards enterprise-wide.

**Amazon Web Services (AWS)** **06/2022 to 06/2023**  
**Senior UX Designer (L6)** **Atlanta, GA**

- Designed and implemented ECS design library within AWS's Cloudscape System, reducing design-to-dev handoff time by 30%.
- Led UX migration of legacy ECS features, improving usability and accessibility metrics.
- Collaborated with data scientists to turn sentiment analysis into actionable UX enhancements.
- Delivered visual refresh prototypes that informed AWS ECS product roadmaps.
- Partnered with engineering to ensure WCAG 2.1 compliance, improving inclusivity across products.

**Cognizant** **10/2014 to 06/2022**  
**Design Manager** **Pune, India | Chicago, IL | Atlanta, GA**

- Managed a 15-member UX team delivering large-scale digital transformation for Delta Airlines, Citibank, 3M, Discover, and World Bank.
- Designed and deployed SNAPP, Delta Airlines' agent-facing platform used at 200+ airports, increasing task efficiency by 45%.
- Delivered ADA-compliant microsites for SunTrust Bank, boosting engagement by 32%.
- Introduced Agile UX practices, cutting turnaround times by 25%.
- Won Excellence Award and Best Collaboration Award for leadership and innovation.

**Infosys** **12/2012 to 10/2014**  
**Senior User Experience Lead** **Pune, India**

- Delivered profitable UX solutions that generated 30% growth in design-led revenue.
- Led research and usability testing for enterprise clients including PWC and Avery Denison.

- Designed and launched Infosys Health Benefit Exchange, streamlining insurance management for clients.
- Awarded Dynamo Award for turning around a high-risk UX project successfully

### **Flareum Technologies**

**08/2011 to 08/2012**

#### **Head of Design**

**Mumbai, India**

- Established an industrial design studio delivering product and digital branding solutions.
- Designed solar-based consumer electronics that gained early investor recognition.
- Increased brand visibility and partner engagement by 60% through design innovation.

### **Piramal Glass**

**08/2006 to 08/2011**

#### **Assistant Manager, Product Design**

**Mumbai, India**

- Designed luxury packaging for global perfume and cosmetic brands, improving adoption by 40%.
- Represented company at COSMOPROF Bologna (Italy) for 5 years, securing new contracts.
- Streamlined design-to-production workflows and mentored junior designers.

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## **EDUCATION**

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Master of Design (Visual Communication & Industrial Design) — Indian Institute of Technology (IIT) Bombay, 2006

Bachelor of Architecture — Pune University, 2004

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## **CERTIFICATIONS**

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- Design Thinking Practitioner – IBM (2021)
- AWS Cloud Practitioner Essentials – Amazon (2021)
- Practical AI for UX Professionals – NN/g (2025)

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## **AWARDS**

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- Excellence Award – Cognizant
- Best Collaboration Award – Cognizant
- Dynamo Award – Infosys