

# SHEMY RASHEED

THINKER | RESEARCHER | UX ENTHUSIAST

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## BIOGRAPHY

A UX product/ application design leadership position where I am involved from ideation to launch, collaboratively working with stakeholders, data analysts, engineers and visual designers to make products that delight users and fulfil business needs.

## EXPERIENCE

- **Lead Consultant (UX)**  
April 2018 - Present.  
Infosys Ltd, Trivandrum, IND.
- **UX Consultant**  
September 2014 - March 2018.  
IBS Software Services, Trivandrum, IND.
- **Product Lead**  
January 2007 – August 2014.  
Infosys Ltd, Trivandrum, IND.

## EDUCATION

- **Masters**  
Applied Science & Information Technology  
Periyar University, TN, IND.  
5 years integrated Programme.

## CERTIFICATION

- **HFI CUA | 2018 - 7139**  
Certified Usability Analyst
- **DIGITAL ACCESSIBILITY**  
Infosys Certified Digital Accessibility Associate



## TOOLS

- Adobe XD
- Axure RP
- Figma
- Balsamiq
- Adobe Photoshop

## TRAINING/WORKSHOP

- UX India 2017
- Solution Thinking by NASSCOM
- Disruptive Technologies by FAYA/NASSCOM
- UX India 2016

## UX PROCESS

1

### BUSINESS REQUIREMENT COLLECTION

- Understand requirements from Customer, Business Analyst or Market experts
- Reverse Presentation to ensure the understanding
- Prepare & Present rapid prototype for the suggested business solutions

2

### ANALYSE THE NEED & EMPATHISE USERS

- User Surveys & interviews
- Create Personas
- Create User Journey/Scenarios
- Usability Reviews
- Evaluate technical feasibility

3

### SOLUTION BUILDING

- Use Cases/User Story Definitions
- Understand Users group & course of actions
- Prepare Mental models
- Develop Information Architecture models
- Experience Mapping
- Interactive Prototypes (Axure RP)
- Solution Review with Business Analyst

4

### UI DESIGN & DEVELOPMENT

- UI Visual design
- Heuristic Evaluation on Usability & UX
- HTML Design
- UX Review

5

### USABILITY TESTING

- Evaluate with Organization UX Guidelines
- Usability Evaluation against Checklist
- Delivery to Engineering

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## @ INFOSYS I WORK TO:

I worked to help research, plan and design engaging user experiences, utilising all elements of the User-Centred Design process.

### WORKS SO FAR:

- AIRCRAFT HEALTH MONITORING SYSTEM

- Managing Aircraft's health monitoring for passenger Aircrafts to ensure maximum utilization of aircraft.  
Position - UX Lead Consultant

**Contributions** : User Surveys & interviews, Persona, Use Cases/User Story Definition, Information Architecture, Experience mapping, Wireframe development, Coordination with Client/Business and UI design team.

Team Size - 2

- WORLD LEADER IN CHEMICAL RESEARCH

- Web application to convey various chemical composition, basically used by research scholars and chemists.  
Position - Lead UX Consultant

**Contributions** - User Surveys & interviews, Persona, User Journey/Scenarios, Use Cases/User Story Definition, Information Architecture, Wireframe development, Coordination with Client/Business and UI design team, Team management.

Team Size - 2

## WORKS SO FAR:

- **WORLD LEADER IN MANUFACTURING LUXURY CARS**
  - Vehicle Allocation Portal -Web based application to Track & allocate vehicles among various regions based on business progress.  
Position - UX Consultant  
**Contributions** - User Surveys & interviews, Persona, Use Cases/User Story Definition, Information Architecture, Experience mapping, Wireframe development, Coordination with Client/Business and UI design team.  
Team Size - 2
- **WORLD LEADING MOBILE MANUFACTURER**
  - Desktop based internal application to track employees work targets.  
Position - Lead UX Consultant  
**Contributions** - Task Analysis, Information Architecture, Usability Reviews, Wireframe development, Coordination with Business and UI design team.  
Team Size - 3

## @ IBS I WORK TO:

I worked to help research, plan and design engaging user experiences, utilising all elements of the User-Centred Design process.

## WORKS SO FAR:

- **iFlyLoyalty**
  - JOURNEY REQUEST MODULE (Tablet application to Track logistics movement)  
Position - UX Consultant  
**Contributions** - User Surveys & interviews, Persona, User Journey/Scenarios, Use Cases/User Story Definition, Information Architecture, Usability Reviews, Experience Mapping, Wireframe development, Coordination with Client/Business and UI design team, Team management.  
Team Size - 2
  - CONFLUENCE STAFF TRAVEL MANAGEMENT APP (Tablet application to Track logistics movement)  
Position - UX Consultant  
**Contributions** - Task Analysis, Information Architecture, Usability Reviews, Wireframe development, Coordination with Business and UI design team.  
Team Size - 1
  - TRACK N TRACE TABLET APP (Tablet application to Track logistics movement)  
Position - UX Consultant  
**Contributions** - User Surveys & interviews, Persona, Use Cases/User Story Definition, Information Architecture, Experience mapping, Wireframe development, Coordination with Client/Business and UI design team.  
Team Size - 3

## WORKS SO FAR:

- **iCargo**
  - ACCESSIBILITY COMPLIANCE (Enterprise application compliance to accessibility aspects)  
Position - UX Consultant  
**Contributions** - Existing task flow analysis, Evaluate with Accessibility standards derived from WCAG 2.0 Level AA, Documentation and Accessibility compliance suggestions.  
Team Size - 3
  - EXPORT/IMPORT CARGO (Module to manage Cargo export and import operations)  
Position - UX Consultant  
**Contributions** - Information Architecture, Wireframe development, Coordination with Business and UI design team.  
Team Size - 3
  - RATE AUDIT MODULE UX ENHANCEMENTS (Module to manage Rate Audit process in Cargo)  
Position - UX Consultant  
**Contributions** - Information Architecture, Wireframe development.  
Team Size - 2
- **iCommerce**
  - RULE ENGINE DESIGN (Solution to create complex rules easily)  
Position - UX Consultant  
**Contributions** - Technical team discussion, Feasibility Study, Wireframe development, UX Review.  
Team Size - 2
  - HOTEL/FLIGHT BOOKING SOLUTION (Feature to book stay & travel)  
Position - UX Consultant  
**Contributions** - User Surveys & interviews, Persona, User Journey/Scenarios, Use Cases/User Story Definition, Information Architecture, Usability Reviews, Experience Mapping, Wireframe development, Coordination with Client/Business and UI design team.  
Team Size - 1
  - WORKFLOW DESIGN (Module to define & manage project workflow)  
Position - UX Consultant  
**Contributions** - Information Architecture, Wireframe development.  
Team Size - 3
- **Internal**
  - Contributed to UI Standards & Guidelines (Business Components, Error Handling)
  - Derived standards from ISO 9241-100,210
  - Created checklist for Product UX Evaluation
  - Employee Travel System redesign
  - Project management system redesign
  - Check in Assistant App for wearable
- **Activities**
  - Coordinated UX360 internal workshops for UX awareness
  - Spearheaded UX Play Quiz Series
  - UX Awareness induction sessions

## @ INFOSYS I WORK TO:

### WORKS SO FAR:

- Finacle UX (Ver 11, Internal)

Position - UX Lead

**Contributions** - Facilitating dialog around end-user requirements and business requirements, driving innovative solutions within platform constraints and technical limitations, Developing interaction models and conceptual frameworks of experience, Team management.

Team Size - 5

- Finacle CRM Usability Analysis (Ver 10.4, DBS Singapore)

Position - UX Lead

**Contributions** - Ensure the standard defined are valid for General Guidelines, Templates, Error Handling, and Interactivity across the CRM application, Team management.

Team Size - 3

- Finacle CRM Accessibility enhancements (Ver 10.3.6, Uralsib Russia)

Position - UX Analyst

**Contributions** - Ensure Text alternatives, Create content that can be presented in different ways, Content Accessible with keyboard are made available, Team management.

Team Size - 8

- Finacle Usability Testing (Ver 10.3.1, CFS, UK)

Position - UX Analyst

**Contributions** - UI Standardization, Form confirmation, Keyboard shortcuts, Standardizing Pagination, Menu Items reorganization.

Team Size - 2

PROFESSIONAL REFERENCE WILL BE FURNISHED UPON REQUEST.