

# Mudassir Azeemi

## UX Designer

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San Francisco-based lead interaction designer, researcher and aspiring product manager with eight years of experience in responsive web, design system and native iOS application design.

### EXPERIENCE

#### Lead Interaction Designer

Jul 2012 — Present

Wells Fargo • San Francisco

- Crafted a responsive web app design system for commercial solutions for the banking industry, containing 60+ components.
- Led interaction design for the Commercial Electronic Office portal, taking mobile money movement from \$0 to \$82 billion within two years.
- Conducted user study for components, micro-flows overhaul. Research contributed to 5 new complex elements and numerous mission critical micro-flows improvement in the design system for the Commercial Electronic Office Portal.
- Led junior designers in establishing the Design System for Commercial Electronic Office Portal and also acted as a Design System evangelist for cross-channel partners.
- Acted as liaison with the global design and software engineering teams responsible for the implementation of the design.

Previously: Interaction Designer (Jul 2012– Sep 2016) •

#### Adjunct Instructor - UX/UI Bootcamp

Sep 2019 - Present

UC Berkeley (Ext.) • San Francisco

Mentoring students in UX and UI design methodology, user-centric design research, design thinking, visual prototyping and wireframing, interface design, storyboarding, visual design theory, web prototyping with HTML 5, and CSS, interaction design with JavaScript and JQuery. (part-time).

#### Co-Founder+Product Lead

Aug 2008 - Jun 2012

Qurtaba LLC • Fremont

Co-founded Qurtaba LLC to build apps for the Urdu language spoken by a total of 532 million Pakistanis and Indians combined. I acted in several roles product designer, UX researcher, product strategist. The app downloads grew from 0 to 220,000 in 2 years for an ultra-niche market; one of the app gain 20,000 sessions per week and become the number one Urdu apps on Apple App Store. I also played an evangelist role in bringing a proper Urdu typeface on iOS, macOS, and watchOS by raising the issue to Tim Cook's office.

### DESIGN LEADERSHIP

#### Community Leader

Sep 2019 — Present

Design Thinking Meetup • San Francisco, CA

Leading 2,500 members community for building design thinking best practices and awareness among local design enthusiasts.

#### Speaking, Evangelising and Writing

Feb 1999 — Present

Occasional knowledge sharing on software development, design, career choices and wonder of product weirdness at major design, tech conferences and blogs around the world.

### SKILLS

Interaction Design  
Wireframe  
Prototyping  
Research  
Design Management  
Journey Map  
User Persona  
Design System  
UCD  
Visual Design

### TOOLS

Figma  
Sketch  
InVision  
HTML  
CSS  
Keynote