

Mudassir Azeemi

415-689-8999 | hello@mazeemi.com | www.mazeemi.com

Product manager with 13+ of UX experience driving product strategy evaluating product design and development, and implementing strategic decisions to create opportunities to maximize revenue. Led design teams to ensure product design delivery, increasing revenue by 15% while saving 10% in product design and development costs.

Experience

RingCentral Inc.

Design System Governance, Head

March 2021 - Present

Responsible for developing and leading the joint Dev-UX governance processes and managing the design system implication across multiple products - This encompasses the following:

- Define and own the strategy and digital roadmap from beginning to end for Design System Governance and help grow the business by introducing design system across multiple products.
- How to decide which patterns to adopt into the design system
- How to discuss, iterate, and approve new components
- Documenting the usage best practice patterns (and anti-patterns)
- Evangelizing the expanding use of the Juno design system for UX and dev across the organization.
- Manage the design system team to promote the usage across multiple RingCentral Inc products.

Wells Fargo Inc.

Design System, Product Manager

January 2019 - February 2021

Design strategy and leadership for modern, responsive UI framework for the Commercial Electronic Office banking portal and business customer-facing applications user-centered design and process evolution in collaboration with research, design, business, and technology partners

- Develop new components that adhere to the design system and focus on strategic growth
- Increase the speed and consistency of new experience prototypes and their release to market.
- Review all design system work for quality, consistency, and usefulness – governance
- Enable UX designers and developers to create and organize all Design System resources.
- Create, manage, and advocate for Design System project roadmaps, communicate status updates to stakeholders, and deliver value iteratively.
- Contribute to and positively shape the design team's culture through collaboration, feedback, and process iteration.

Various Design Roles at Wells Fargo Inc

July 2012 - December 2018

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Led user-centered design system engagements with Wells Fargo Commercial Electronic Office Portal. This encompassed product, research, and technology teams to re-design complex transactional and reporting applications for institutional investing and treasury management services.

University of California, Berkeley.

Adjunct Instructor, UX/UI Bootcamp

September 2019 - Present (Part-time)

Provided mentorship and direction on user-centric design, interaction design, user research using qualitative and quantitative practices, information architecture, and user flow, and the user needs identification, proto-personas, and insight synthesis. Mentored 50+ students in full-stack 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

Pariveda Solutions Inc.

Software Development Manager

June 2010 - May 2012

Managed and developed software applications, with a strong emphasis on managing client expectations and Agile Project management. Managed a team of software developers (including offshore resources) responsible for developing and maintaining custom software solutions for a distributed global blue-chip enterprise. Responsible for performance evaluations, employee development, and other general managerial housekeeping tasks.

Various Development Roles at Softagon Inc/Pariveda Inc

May 2005 - May 2010

Education

- Certifications:
 - NNGroup's New UX Managers - 2021
 - NNGroup's The UX VP/Director - 2021
 - Strategyzer Virtual Masterclass: Building Invincible Companies - 2021
 - Human-Computer Interaction for User Experience Design - MIT - 2018
 - Managing Innovation - Stanford Continuing Studies (Certification- 2018)
- Undergrad
 - Bachelors, Business Management - 1999