

# Ahammed Shahid

Senior UI/UX Designer

## Profile

With over 4 years of experience and a passion for using technology to improve user experiences and support better decision-making, I've developed strong skills in UX analysis and design research. **I am device-agnostic**, what matters most to me is applying solid design thinking principles, regardless of the platform or device.

## Experience

### Senior UX Designer | GE Vernova, Bengaluru

March 2025 - Present

- DERMS Platform** : Designing a Distributed Energy Resource Management System (DERMS) platform to simplify complex operations for electric utility stakeholders, with a focus on program managers. Improved user interactions by reducing workflow complexity and enabling faster decision-making.

### Senior Design Analyst | Accenture, Bengaluru

Aug 2021 - March 2025

- BPCL Mobile Application**: Led the redesign of the BPCL mobile app homescreen, with a focus on enhancing both the user experience and visual aesthetics. This redesign resulted in a 10% increase in customer retention among Android users. (App live in play-store)
- Malabar Jewellers**: I conducted UX research workshops and developed wireframes and prototypes that significantly enhanced the brand's digital presence. By optimizing the user experience, I helped their staff reduce the time taken to address customer needs by 25 minutes, streamlining internal processes and improving overall efficiency.
- Microsoft Developer Documentation Research**: Qualitative UX research and delivered suggestions to improve the user experience for Microsoft's developer documentation. Ensured design changes enhanced usability and aesthetic coherence for developers.
- Design System for GenAI**: Led the team to create a comprehensive library of reusable components and using atomic principles to accelerate the design process. This initiative reduced the time taken to create visuals by half, significantly improving design efficiency.

### Design | Storyworks42, Freelance

Jan 2024 - Oct 2024

- As the sole designer for Storyworks42, a company dedicated to simplifying business presentations through storytelling, I led the design process from inception.
- My focus was on UX research to understand user needs and pain points, enabling me to create an intuitive and accessible application that streamlined the storytelling process for business professionals.

### Design Mentor at Designers Academy, Bengaluru

Sep 2022 - Sep 2024

- Mentored students in both UX design principles and visual design techniques, covering everything from user research to creating aesthetically pleasing and functional designs.

## Internship

### RDA Design Research at Siemens, Bengaluru

Jan 2021 - Jun 2021

- Intuitive UX and visually clear interfaces to aid decision-making for professionals. Presented research findings and design recommendations to improve the visual and functional elements of the solution.

## Details

+91 - 8754564324

[ahammed.shahid@gmail.com](mailto:ahammed.shahid@gmail.com)

[Linkedin](#)

[Portfolio](#)

## Education

M.Des. Immersive Media Design,  
MIT Institute of Design, Pune

Jun 2019 - Jun 2021

B.Sc. Electronic Media,  
University of Madras, Chennai

Jul 2014 - Mar 2017

## Tools

Figma

After Effects

Premiere Pro

Illustrator

Blender

Unity

## Skills

UX Research & Data Analysis

Visual Design & Prototyping

Wireframing & Usability Testing

Immersive Design

Interaction Design

Business Awareness

Motion Graphics

Game Design

## Certifications

Programming for Everybody

Understanding Research Methods

Strategic Management

AI For Everyone