Sajhd Hussain

I'm a UK based user experience and product designer with over 15 years experience in both agency and in-house teams. Helping teams solve complex problems through design thinking.

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105 Gregory Boulevard,
Nottingham
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EXPERIENCE

John Lewis & Partners, London, UK — *Experience Designer (Contract)*

NOVEMBER 2022 - PRESENT

End-to-end experience design, supporting multiple cross-functional mobile app teams. Understanding user needs, ideation, user journeys, wireframes, testing, accessibility, supporting feature development.

Born Group, London, UK — *Senior User Experience Designer*

MARCH 2022 - NOVEMBER 2022

Responsible for owning the overall user experience of assigned projects from start to finish and supporting the business development team on a variety of high-profile projects and pitches. Utilising key UX processes, principles and trends. Working with clients such as Cartier, Swarovski, Bottega Veneta, UPS, La Prairie and many more.

Blue Light Card, Loughborough, UK — *User Experience Specialist*

AUGUST 2020 - MARCH 2022

Responsible for UX and UI design for all customer-facing digital services (app and web), helping millions of users save money on their online and high street purchases.

Slimming World, Alfreton, UK — *User Experience Architect*

DECEMBER 2018 - AUGUST 2020

Supporting Slimming World's customer-facing digital services (app and web) to help millions of users with their weight loss. Working with sprint teams with end-to-end UX.

Adtrak LLP, Nottingham, UK — *User Experience Designer*

AUGUST 2014 - DECEMBER 2018

Working on digital product UX and UI design for various industry sectors, focusing on improving end-user productivity and conversion. Working as part of a collaborative team of marketers, account managers and developers to meet commercial objectives.

SKILLS

UX & Product

Experience design
Interaction design
Service design
User research & analysis
Usability testing
User-flows/journeys
Wireframing
HTML prototyping
Information architecture
A/B testing, MVT, Split
Workshop facilitation
Accessibility (WCAG)

Development

HTML & CSS (Sass),
Javascript, PHP,
Twig, Nunjucks,
Gov.uk design systems
GDS standards
Version control (Git)

Tools

Figma, Sketch, XD, Abstract,
Invision, UXPin, Framer,
Origami, Storybook,
Confluence, JIRA, Slack

Methodologies

Design Thinking,
Human-centred design,
Lean UX, Agile

Nottingham University, Nottingham, UK — *User Experience Designer*

MAY 2009 - JULY 2014

UX and web specialist, conducted user research and analysis, information architecture, wireframing, prototyping and usability testing. Designed websites and intranet systems in HTML, CSS and JS. Adhered to best practice and accessibility standards. Advised and conducted training workshops on how to use the university CMS.

Nottingham Trent University, Nottingham, UK — *Web Designer*

MAY 2008 - MAY 2009

Designed and developed university websites, worked within a team of marketers, copywriters and developers. Worked on the university-wide website migration project.

EDUCATION

Nottingham Trent University, Nottingham, UK

BSc (Hons) Software Engineering (Human-Computer Interactions)

JUNE 2004 - JUNE 2006

Modules included: human-computer interaction, web design, web development.

ACCREDITATION

Nielsen Norman Group, London — *UX Certified*

MARCH 2019

- Generating Big Ideas with Design Thinking
- Lean UX and Agile
- Facilitating UX workshops
- Design Tradeoffs and UX Decision Frameworks
- Measuring UX and ROI

REFERENCES

Excellent references available upon request.

Design systems

Design tokens, Design principles, Design language, Component library, Colour, Typography

SOFT SKILLS

Empathy
Communication
Teamwork
Problem-solving
Analytical thinking

INTERESTS

Family, football, food, books, games, technology, tea, English & Arabic typesetting

LANGUAGES

English (native)
Urdu (fluent)
Arabic (beginner)