USAYED MAHMOOD

Phone: (346) 772-5507
Email: k.usayed@gmail.com
Design portfolio: www.usayed.com

SUMMARY

Experienced design leader with expertise across diverse industries, including retail and marketplace. Launched 20+ successful products, designed 7+ design systems, and led global design teams for enterprises and startups.

PROFESSIONAL EXPERIENCE

frog x McDonald's • *Staff Experience Designer* **(Contract)**   *09/2024 - Present*

Pioneering early-stage innovation with McDonald's MarTech tools and technologies with cutting-edge machine learning and AI capabilities:

- ❖ Lead end-to-end McDonald's MarTech tools from concept to implementation. Empowering strategists and marketers to deliver personalized offers and promotions to McDonald's customers worldwide.
- ❖ Manage multiple innovation projects integrating ML and AI capabilities.
- ❖ Translate complex workflows and technologies into intuitive user experiences.
- ❖ Collaborate with global stakeholders, adapting to diverse market preferences.
- ❖ Partner with Research, Content, and Accessibility to maintain high design standards.
- ❖ Champion user-centered design through usability testing and user interviews.
- ❖ Build and maintain enterprise subsystems, ensuring consistency across all digital experiences.

Walmart • *Principal UX Designer*   *10/2022 - 09/2024*

Lead the horizontal design team across Walmart businesses:

- ❖ Unify scheduling patterns and features across all customer experiences.
- ❖ Design the global identity verification with enterprise teams and external partners.
- ❖ Develop internal tools for associates across various business lines.
- ❖ Manage all horizontal design projects, their roadmaps and timelines.
- ❖ Continually improve 'ways of working' among cross functional teams.

Build, maintain and document design subsystem libraries:

- ❖ Develop advanced components to enrich design subsystems, promoting consistency and streamlining design decisions at scale.
- ❖ Partner directly with the global design systems team to build subsystems and inspire adoption across the organization.

- ❖ Provide weekly consultations on systems thinking and design strategy, fostering collaborative connections within the team and also across the larger organization.
- ❖ Partner with content design, accessibility and research teams to ensure high standards for all design subsystems components.

Notable accomplishments at Walmart:

- ❖ Led and delivered high-impact, cross-functional projects like 'Identity Verification' and 'Digital Front Door' experiences.
- ❖ These initiatives yielded a 20% surge in account creation success rate through improved identity verification and a near doubling of the action rate on 'Digital Front Door' pages.

ShiftKey • *Sr Experience Designer*   *02/2022 - 09/2022*

Accelo • *Lead Design Strategist*   *01/2021 - 02/2022*

USAA • *Design Producer **(Contract)***   *06/2020 - 09/2020*

KindHealth • *Lead UX Designer*   *03/2019 - 06/2020*

Clutch Analytics • *Lead UX and ScrumMaster*   *11/2016 - 03/2019*

Whirlpool • *Digital UX Designer **(Contract)***   *06/2016 - 11/2016*

EDUCATION

Masters of Creative Media Technology (HCI) • *University of Tasmania, Tasmania, Australia*
Graduation Year 2014

Bachelor of Industrial Design • *Swinburne University of Technology, Melbourne, Australia*
Graduation Year 2009

SKILLS

Design thinking, Design Sprints, Sprint planning, Crazy 8s, user flow mapping, design systems, design at scale, design documentation, design hand-off, Prototyping, storyboarding, user flows, User research, User Personas, Empathy Mapping, journey mapping, usability testing, wire-framing, service design, User centered Design (UCD), user experience (UX), user interface (UI), Human Machine Interface (HMI), Human Computer interaction (HCI), Presentation, Storytelling, Requirements gathering, stakeholder expectation management, Ways of Working, team and resource management, KPI, OKR, Budgeting, T-shirt sizing, Priority Matrix, Fibonacci estimation for projects and tasks, Design Workshops, PI planning, retrospectives, Agile, scrum, stand-ups, roadmap and timeline management.