



Syed Asad Hashmi

User Experience Designer

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Experience

9+ Year of experience in the field of User Experience & Interaction Design

Wipro GE Healthcare Jan 2019 - Present

- Working as a Lead User Experience & Interaction Designer, where driving various design engagements and working on the various project like PETCT Application, Ultrasound, TeleRadiology and Customer Data Portal
- Conducted Design Thinking Workshop with Customers and Businesses on various engagements
- Mentoring & co-ordinating with designers internally & with partners on various design engagements

Philips Design India 2015 - 2019

- Worked on various projects across healthcare continuum like EMR, Remote Monitoring Solution, Remote Consulting Application, Informatics Solution for Enterprises etc.
- Worked closely with the business to prepare plan and roadmap for the program
- Conducted Co-Create sessions with the stakeholders for the projects
- Mentoring & co-ordinating with the designers within the team for various deliverables

Tata Elxsi, India 2010 - 2015

- Worked on various projects across various domains like Consumer electronics, Healthcare, In-car infotainment systems (Concept car HMI & Production car HMI)
- Key contributor in the Research, conceptualization, storyboarding, information architecture design, wireframing, prototyping and visual design
- Coordinated with visual designers on various projects and the development teams throughout the projects across various locations
- Point of contact for global clients for various projects

Education

2008-2010

Professional Diploma in Product & Interface Design from Srishti School Of Art Design & Technology, Bangalore, India

2003-2007

B-Tech in Mechanical Engineering from Hindustan College of Science & Technology, UPTU, India

Skills

Primary & Secondary Research – Information Architecture - Interaction and Interface Design - Heuristic Evaluation - Prototyping - System Thinking – User Journey Mapping - Mood Boards - storyboarding - Workshop Facilitation - Design Documentation

Tools Proficiency

Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe Animate
Visio
Sketch

Hobbies

Reading - Traveling - Photography - Listening to Music

Key Projects

- Integrated Suite of Primary and Secondary Care Applications For Emerging Markets
- Defining the Multimodal HMI for Jaguar Land Rover in the 2015 and 2016 Production Vehicles
- Defining the Dynamic Experience For the Customers of Heavy Equipments Through Digital Sales Book "E-Talk"
- Redefining the User Experience of Computed Tomography (CT) Scan Software Interface
- Delivering the Social Networking Experience on E-Book Reader Through Online Books & Magazine
- Experience Design of Digital Book Reader