Resume
Syed Asad Hashmi
User Experience Designer

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Experience

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

GE Healthcare   2019 - Present

- Leading global UX efforts to enhance healthcare through advanced AI-driven solutions

- Oversee Design & Development, Managing a diverse portfolio of applications across Data, AI, and MLOps, including Data Management, Prompt builder, Chatbots, Foundation Model Design, Monitoring Solution etc.

- Collaborative UX Leadership, Partnering with cross functional teams (AI/ML engineers, data scientists, product managers) to align design decisions with user needs and business goals

- Drive AI Adoption through Scalable, Intuitive UX, Ensure AI solutions are functional, user-friendly, and scalable, fostering healthcare professionals' engagement, streamlining workflows, improving data governance, and ultimately enhancing healthcare outcomes

- Mentoring and coordinating the design team to align on project goals, guide the design process, and deliver high-quality, user-centered solutions

Philips Healthcare, India   2015 - 2019

- I have worked on a variety of UX-driven projects across the healthcare continuum, including EMR, Remote Monitoring and informatics platforms. My focus has been on designing intuitive, user-centered experiences that enhance patient care, improve efficiency, and optimize workflows in complex healthcare setting.

- Worked closely with business stakeholders to create product plans and roadmaps, integrating UX strategies to prioritize features that align with user needs and business goals

- Facilitated co-creation sessions with stakeholders to drive project collaboration and alignment

- Provided mentorship and coordinated with designers to ensure the successful delivery of design

Tata Elxsi, India   2010 - 2015

- I have worked on a diverse range of projects spanning multiple domains, including consumer electronics, healthcare, and in-car infotainment systems. My experience encompasses both concept car HMI and production car HMI, contributing to innovative solutions in each area.

- Key contributor in the research, conceptualisation, storyboarding, information architecture, wireframing, prototyping and visual design

- Played a key role in research, ideation, storyboarding, information architecture, wireframing, prototyping, and visual design, driving the creation of cohesive and user-centric solutions across all stages of the design process.

Education

2008-2010

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

2003-2007

Bachelors 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 Mspping - Mood Boards - Storyboarding - Workshop Facilitation - Design Documentation

Tools Profeciency

Sketch
Figma
Adobe creative suit
Miro
invision

Hobbies

Reading - Traveling - Photography - Listening to Music