
KADE ASHIQ

PRODUCT DESIGNER - LEEDS - KADEASHIQ@GMAIL.COM
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PROFILE

Creative and detail oriented product designer with a strong foundation in technology and business. My goal in all of my work is to bring order to complexity by creating effective and efficient solutions that align with business needs whilst keeping the end user in focus. My experience in the hospitality sector allowed me to understand and anticipate customer behaviour, communicate clearly and provide a better customer experience. This translated seamlessly to the corporate world, encouraging an empathetic, human-centred approach to my data-driven design process.

This guided me to lead multiple cross-functional projects with my current employer, reinforcing the importance of aligning business objectives with design solutions.

I am proficient in Figma, for wire framing and hi-fidelity designs to validate design concepts and process flows. Once conceptualised, I am able to use my knowledge of HTML, CSS and JavaScript to use no-code tools like Framer and Webflow to prototype my designs and ship the end product.

Outside of my 9 - 5, I have taken on design work in the community to provide better solutions for local businesses and charities. I am currently in the process of re-imagining a website for my local Mosque, using Framer to give them greater control and functionality and providing them with an online presence for the first time.

EXPERIENCE

AMT AUTO | PRODUCT DESIGNER – 2022-PRESENT

Re-imagining intuitive and responsive user interfaces for AMT's bespoke internal system and customer-facing website. Using Figma to ideate, create wireframes, interactive prototypes, create new design systems and UI components to provide a seamless experience across platforms.

Conducting competitive analysis and industry research to identify usability standards and identify trends in the market. Collected and implemented feedback from internal teams and stakeholders via workshops to align business objectives with my design solutions. Led the end-to-end design process from concept to final hand-off. Worked independently to research, ideate and conceptualise new flows and designs and used prototyping tools to provide stakeholders with a visualisation of the proposed changes to validate my design decisions.

Identifying pain-points and process redundancies to provide efficient and robust design solutions. Streamlining user and customer journeys to reduce cognitive load, delays and improve customer satisfaction.

Built interim websites for the Group and Rental divisions using Webflow, liaising with other platforms to provide solutions for other divisions ensuring all design requirements are met and the experience between them is seamless.

AMT AUTO - DIGITAL DELIVERY SPECIALIST – 2021 - 2022

Developed a detailed understanding of the back-office system and its users to align its future with business strategies and objectives. Identified opportunities to improve performance and eliminate redundancies in processes by identifying user-flows and pain points.

Defined, prioritised and maintained backlog items in Azure DevOps ensuring everything was documented and evaluated correctly to provide easy communication of progress with stakeholders and developers. Worked closely with the development team to ensure clarity and alignment for sprint planning to deliver updates efficiently.

Conducted market analysis and user research to keep the product competitive, relevant and scalable. Using these insights to inform further product strategy and feature roadmaps.

Held post-launch meetings to gather feedback from users and stakeholders to identify further improvement opportunities and translate them into iterative updates.

ACUMEN WASTE MANAGEMENT - GRADUATE IT MANAGER – 2019 - 2020

Collaborated with all departments and developers to implement a bespoke internal system, improving efficiency and meet business objectives more efficiently.

Held workshops to establish process flows to identify redundancies and pain points. Communicated this feedback to the potential developers with stakeholders.

Maintaining, updating and editing the current system BigChange to further increase efficiency in the interim whilst proposal talks for the new system were in place.

Provided on-site tech support, resolving common user issues.

EAST BAR LOUNG & GRILL - IT MANAGER & FLOOR CONTROLLER – 2013-2015

Led the implementation of a new fully digital PoS system. Held meetings with vendors, analysed proposals and made the decision of which vendor to use. Established process flows for each department and adapted processes to the rigid off-the-shelf flows of the new system to reduce redundancies.

Implemented the system according to budget, managed the staggered launch and provided user training internally.

Worked in all customer facing roles such as floor controller, front of house and bartending which sharpened my customer service skills and allowed me to anticipate the customers needs.

EDUCATION

MANCHESTER METROPOLITAN UNIVERSITY – 2015 - 2019

BUSINESS TECHNOLOGY - 2:1

A-LEVELS – 2014

APPLIED SCIENCE – DISTINCTION

BUSINESS STUDIES – DISTINCTION*

GCSE – 2012

MATHS - C

ENGLISH – C

SCIENCE – B

HISTORY – B

BUSINESS STUDIES – DISTINCTION*

ICT – DISTINCTION*

SKILLS

DATA-DRIVEN & HUMAN CENTRED APPROACH

Combining empathy and analytics using tools like **HotJar**, **Google Analytics** and **HubSpot** to identify real-user usage and pain points and adapting to a purposeful design solution.

DESIGN & PROTOTYPING

Proficient in **Figma**, **Framer**, **Webflow** and **Canva** to create clean, responsive and intuitive designs and prototypes. Helping validate decisions made, allowing stakeholders to visualise the proposed changes.

PROCESS MANAGEMENT AND IMPROVEMENT

Reimagining complex workflows into scalable and efficient processes. Managing projects using **Azure DevOps** to help iterate on changes and remove friction between real-users and developers.

COLLABORATIVE AGILE PROJECT DEVELOPMENT

Able to work closely with developers, managers, users and stakeholders to ensure sprints are clear from concept to delivery.

ADAPTABILITY

Ability to adapt to new tools, processes, environments and teams - staying current and finding more efficient ways of working.

REFERENCES

Available on request