

Umar Shareef

User Experience Designer

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Work Experience

Tata Consultancy Services | *User Experience Designer* | June 2024 – Present

- **End-to-End Design:** Delivered design audits, wireframes, comps, prototypes, and post-launch sanitization for event-based, e-commerce, and play websites in the Consumer Business Group (CBG) sector.
- **AI Implementation:** Created custom Claude skills for team activities, accelerating output quality. Led GenAI adoption using Figma Make & Claude Design to drastically reduce time-to-market.
- **Process Automation:** Slashed a critical workflow's time by **96%** via Automated Bulk Image Processing using Adobe Photoshop.
- **Strategic Impact:** Worked alongside GA4, SEO team member to drive Conversion Rate Optimization, audience retention and similar metrics.. Led a smooth team migration from Adobe XD to Figma.
- **Awards:** Received **On the Spot award** for rapid project execution and **Best Team Award** for proactive requirement ideation during client downtime.

Stack: Figma, Jira, GA4, Adobe Photoshop, Adobe Illustrator, Adobe XD.

Tata Consultancy Services | *Product Designer / Python Automation Eng. / QA* | Jan 2021 – June 2024

- **Tool Development:** Designed and built Python automation tools, saving the client an estimated **\$8,000+**.
- **User Research & QA:** Conducted qualitative research to iterate on internal tools. Performed Quality Analysis on supplier documentation against strict compliance standards for a major Oil & Gas client.
- **Awards:** Earned the *Contextual Master* award for custom automation tool development.

Stack: Python, Microsoft Excel, Microsoft Powerpoint, VS Code.

Takshashila (College Cultural Fest) | *User Experience Research* | May 2019 – April 2020

- **Insights & Strategy:** Conducted qualitative research (surveys and interviews) with participants, volunteers, and stakeholders to analyze event satisfaction.
- **Execution:** Partnered with leadership to author and deliver an actionable implementation checklist for future events.

Education

Chennai Institute of Technology | *B.E. Mechanical Engineering* | Graduated: April 2020

- **GPA:** 7.8/10
- **Leadership:** College Team Captain for SAE Aero Design Challenge (2017-18) & Boeing Aeromodelling Competition (IIT Madras, 2020).
- **Volunteering:** Student Volunteer for the SAE India Southern Tractor Design Competition core team.

Certifications & Skills

- **Certifications:** Microsoft Certified AI Business Professional (AB 730) | Claude Certified Associate – Foundations CCAO-F by Anthropic | Claude 101 (Anthropic) | Design Thinking Fundamentals (Udemy).
- **Core Skills:** UI/UX Design, Wireframing, Prototyping, User Research, Leadership, Vibe Coding, Copywriting, Teamwork.
- **Interests:** Reading, Cooking, Photography.