UX/UI DESIGN LEADER

Hello, I'm
SHAHAB BOKHARI

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RESUME

INTRODUCTION

I am a highly skilled UX leader with strong problem solving and analytical skills. I have a solid grasp of the latest UX strategies & web technologies. I have successfully built and delivered a wide array of complex solutions for some of the leading organizations across the world. I have a sense of curiosity and creativity to explore new solutions to problems.

HIGHLIGHTS

- **Saved Cars.com 500K+** by providing a solution to manage website redevelopment internally.
- **As a product owner for Asia TV reduced over 50K** on monthly expenses by re-scoping and managing the Dlife.com project.
- Conceived and delivered **global application design** and development platform for National General.
- **Volunteer for Digital Pakistan** initiative led by **Prime Minister's Office of Pakistan**.
- Helped Cars.com mobile website win **J.D. Power best website award**.
- Nominated 2012 **Employee of the Year** at Cars.com out of 2000+ employees.
- Built and trained UX/Front End Team for Quotit Corp to **support business growth**.
- **20 years of experience** in web design and development with a focus on digital marketing, content management systems, and e-commerce.
- Experience working with dispersed **teams across 6 continents.**

SKILLS

BUSINESS MANAGEMENT - Leadership, Team Development, Communication

STRATEGY - Creative Problem Solving, Global Mindset, Critical Thinking, Process Efficiencies

HANDS-ON - User Experience, Digital Marketing, Project & Account Management, Front-End Development, SaaS / Product Design, Analytics

EXTRAS - Digital & Technology, Business Process Automation, E-Commerce, Content Management Platform & Tool, Enterprise Experience, Agency Experience

EXPERIENCE

Manager User Experience & Design - National General   Oct 2017 – Present
- **Modernized** 16-year-old ASP/ASP.net based complex Insurance industry-related SaaS applications.
- **Partner with the marketing** department, develop and maintain marketing websites and provide support with lead generation activities.
- **Collaborate with other leaders** in the organization to **introduce efficiency,** enhance the **work quality,** introduce innovation and boost collaboration between the **design and engineering teams.**
- Built and mentoring a team of **user experience designers** and **front-end developers.**

Director UX/UI – Asia TV USA
Dec 2015 – Jul 2017

- Developed and led project and relationship management in a **$20 billion global conglomerate** media company in **169 countries** across **7 verticals**.
- Redesigned multiple news portals such as india.com & wionews.com.
- Managed the design and development of the **largest online lotto site** for the Indian market.
- **Saved company thousands of dollars** in development cost by understanding, redefining project scopes, and hiring the right resources to get the job done.
- **Completed and launched medical portal** (dife.com) in just 3 months which was delayed for 3 years. The project was costing the company $50K+/month. This successful launch **reduced expenses by 90%**.
- **Led various digital media projects** such as Linear on Digital, Video on Demand, Subscription Video on Demand **(OTT)**, across various regions (US, Germany, Middle East and Latin America).

Senior Visual Designer - Cars.com
Mar 2006 – Dec 2015

- Initiated multiple projects that **saved the company millions** of dollars.
- Helped with setting up the **custom responsive framework** for Cars.com responsive website.
- Re-coded the home page visited by **30 million users** and reduced the load time from 6 secs to less than 3 secs to achieve the **highest SEO rankings**.
- Won multiple **Employee of the month** awards and got nominated **2012 Employee of the Year**.
- Created photo comparison tool for cars.com from scratch using XML data that allowed website users to compare different vehicle views side by side to help choose the right vehicle.

CDO – Ex-Dimension, Inc.
Jan 2006 – Dec 2020

- Successfully ran a **digital agency** for over **16 years**.
- Managed and delivered numerous **digital projects** ranging from **custom e-commerce websites, content management systems. mobile applications** and **business process automation applications**.
- Designed and developed multiple custom digital products for **SME and Fortune 500 companies**.
- Played a variety of roles based on project requirements such as **Product Owner**, **Account Manager**, and **UX / Design Strategist** and **Led creative team** across all facets of projects.

Sr. Multimedia Engineer – Sphinx Software, Inc.
Jun 2000 – Dec 2005

- Worked on various valuable projects as a Designer and later as Project Manager & Team Lead.

EDUCATION

Bachelors Computer Sciences - Ripha International University, Pakistan   2005

INDUSTRY EXPERIENCE

Automotive, Manufacturing, Technology, Finance & Insurance, Health Care, Education, and Retail.

FEATURED CLIENTS

Cars.com, Intel, Ogilvy, Pepsi, Coca-Cola, Citibank, Exelon, Boston University, Optum, Baxter, Allstate, Pacific Life, Taco Bell, Primerica, Discovery, Crain, Danone, PWC, Thomas Nelson, RR Donnelley.

EXPERTISE

UXUI Design	Mobile	IA	Adobe Suite	HTML	CSS	JavaScript
jQuery	PHP	MySQL	WordPress	Bootstrap	Jira	Agile/Scrum