

Humayun Rashid

Lead UX Strategy Designer | AI-Driven Product Design | AI/ML

Portfolio: www.rashid5777.com

Email: rashidhumayun@gmail.com

Cell: 510-364-5143

Summary:

- **15+ years of deeply experienced UX Design professional**, adept at crafting high-quality, interactive digital products used by **millions worldwide** across desktop, mobile, and tablet. I excel at balancing innovative design approaches with business objectives and user expectations.
- **A strong leader and mentor**, I've built, managed, and trained high-performing UX and UI design teams, guiding them through processes, domain knowledge, and the effective use of existing templates and style guides.
- Designs and governs production-grade AI systems, embedding human-in-the-loop workflows across enterprise platforms..
- Specializing in cutting-edge UX solutions, I design highly interactive, responsive UI experiences and prototypes for multi-device environments. My expertise extends to pioneering **AI-driven UX design concepts**, leveraging tools like **Figma Make, Lovable** for advanced prototyping, **Google NotebookLM** for research synthesis, and **Generative AI tools (e.g., Google Gemini, ChatGPT, Midjourney)** for ideation to inform innovative design strategies.
- **Creator of highly praised UX processes** that bring clarity and efficiency to client, product, and development teams. I also lead impactful Design Strategy workshops, Hackathons, and design studio sketching sessions, while possessing a deep understanding of Design Patterns.
- **Proficient in a comprehensive suite of UX methodologies and tools**, including extensive user research (Design Thinking, user interviews, journey mapping, usability testing), interaction design (Figma, prototyping, wireframes, Enterprise CMS), HTML, CSS.
- Pioneered and contributed to robust design systems and pattern libraries.

Professional Experience:

7-Eleven

Aug 25 – Present

Sr. UX Designer (Consultant)

- Leading the transformation of the 7NOW delivery platform by designing the Merchant Portal and New Vertical Hub+, converting manual merchant operations into an intelligent, proactive health-monitoring system supporting over 7,000 merchant locations.

CBRE

Aug 22 – Present

Principal UX Designer

- Led UX design for the **PJM Technology Portal**, a comprehensive suite enhancing operational efficiency and user satisfaction for thousands of global Project Managers by **increasing UEM from 53.1 to 71.6**. Innovatively designed SmartFM leveraging real-time IoT data for actionable insights, projected to **reduce preventive maintenance costs by 10%** and minimize operational downtime.
- Managed multiple projects simultaneously and contributed to the CBRE design system

Walmart

Jan 22 – Jul 22

Consultant - Lead UX Designer

- Led the UX design for **Me@Walmart**, a corporate application for Associates and Supervisors, integrating various tools (e.g., Workday, Service Now, DocuSign, Concur) and leveraging **AI/ML** to deliver meaningful insights. This unified experience enhanced talent identification, team connectivity, and career growth, contributing to improved associate retention and productivity.

Meta

Consultant - Sr. UX Designer

Oct 21 – Jan 22

- Contributed to the design of **Workbench**, an insights platform that monitors ad effectiveness, empowering the sales team with data-driven insights for client consultations. This directly improved the sales team's ability to demonstrate ROI and optimize ad campaigns.

Avantax Wealth Management

Mar 21 – Sep 21

UX Design Manager

- **Managed UX design for the End Client Portal**, a critical platform strengthening Financial Advisor-End Investor relationships. This initiative **saved advisors 5-10 hours/week** on administrative tasks, enabling focus on client growth and practice expansion

Thomson Reuters Inc

Jun 20 – Mar 21

Consultant Sr. UX/UI Designer

- Developed the sitemap, established design patterns, and designed the administration tool for the **Onvio Tax platform**, a key tax & accounting software. This work laid the foundation for a more intuitive and efficient user experience, reducing user errors and improving overall system usability.

SABRE Inc

Nov 14 – Jun 20

Senior UX/UI Designer

- **Led UX/UI design for e-commerce booking and check-in solutions, streamlining complex passenger journeys** and enhancing user satisfaction for international airlines, resulting in a **9% SUS improvement** (to 94%) and **10% reduction** in user task time.
- **Managed and mentored a team of 4 Designers** to build a critical agent application that streamlined flight check-in and reservation processes, **reducing agent handling time by 10%**. Additionally, led design for a Rules Engine that **optimized operational efficiency** for airline reseatng.
- **Headed development of an Analytics Solution delivering strategic insights** for increased airline profitability. **Initiated key strategic UX initiatives** like a **design pattern board** and Service Blueprinting, and **prototyped emerging technologies** (e.g., Alexa, ARKit).

EMC DELL

Aug 09 – Mar 14

Principal Interaction Designer

- **EMC OnDemand**: Led a cross-functional team to launch an enterprise-grade hybrid cloud model (SaaS/PaaS), simplifying cloud operations for clients.
- **xCP 2.0**: Revamped UX patterns for the xCP platform, enhancing the Application Builder and deployment workflows to help admins efficiently deploy and manage development environments.

Experience before Aug 2009

- **Universal Music Group, Los Angeles, CA, Sr. Information Architect**, Jun 08 – April 09
- **Consumer Healthcare Advantage, Los Angeles, CA, Sr. Information Architect**, Feb 07 – May 08
- **Sapient Inc, Santa Monica, CA, Information Architect**, Oct 06 – Feb 07
- **Intuit Inc., Calabasas, CA, Sr. UX UI Designer**, Mar 06 – Sept -06

Education:

1. **Post-Graduate Diploma in Information Technology & Management (MBA)** from All India Management Association, Lodi Road, New Delhi
2. **MSc in Mathematics** from Delhi University