Arshad Ahmed
PRODUCT DESIGNER

arshlibruh-code.github.io ↗
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WORK EXPERIENCE

Product Designer / Aereo ↗

NOV 2021 - UNTIL NOW   BANGALORE, INDIA

> Led Aereo Cloud's (a web-GIS platform) research, ideation, design & delivery. Carried out 100+ research studies, created wireframes, mockups & hi-fidelity prototypes

> Established product design vision, ux processes, research processes & methods, design system from ground up. Maintained and updated it to match product's pace

> Led Aereo Go (mobile app) research, design & launch

> Led competitive research studies, persona identification and definition, in-person user interviews, interviews with subject matter experts, on-field feedback sessions, moderated & unmoderated usability tests and much more

> Wrote detailed foundational product docs

> Defined interactions for complex workflows like drawing in 3D & underground visualization using state machines and prototypes

> Collaborated with 20+ SDE's, Project Managers & Director & Data Scientists across 3 projects, simultaneously

> Managed a team of 4+ Product Designers

> Built strong GIS domain depth to drive better product decisions

> Vibe coded 50+ prototypes - webapps, mobile apps, mac apps

UX/UI Designer / Ignitho Technologies +1 ↗

JAN 2021 - NOV 2021   11 MONTHS   BANGALORE, INDIA

> Delivered development-ready designs (wireframes, mockups, and hi-fi prototypes) for websites, apps, and dashboards across 5+ client projects, launching 3. And other 3 internal projects while collaborating with global cross-functional teams

INDUSTRIES

GIS   Drones   Finance   Venture Capital & Finance   Digital Marketing

EDUCATION

Google UX Certification / Coursera ↗

APR 2021 - SEPT 2021   6 MONTHS   ONLINE

> Aced 7 courses with perfect scores, covering 15+ modules on UX research, inclusive design, prototyping, & usability testing

MBA / Presidency University ↗

JUNE 2018 - JUNE 2020   2 YEARS   BANGALORE, INDIA

> Marketing & Data Science - **7.12 CGPA**

> Entrepreneurship competition winner - Supernanny

SKILLS

UX Strategy
Geospatial UX
Interaction Design
User Research
Usability Testing
Design Systems
UX Process
AI-Assisted Design
Conversational UX
Information Architecture
Rapid Prototyping
Data Visualization
Spatial UX
Real-Time UX
iOS UX
GIS Workflows
Product Documentation
GIS Workflows
Iterative Design
Performance-Aware Design
Cross-Functional Collaboration
NN/g Preacher

TOOLSET

Figma
Adobe Creative Suite
DaVinci Resolve
Blender
AI Coding Tools
Cursor
MCP
MapLibre
Mapbox
Three.js
WebGPU
HTML / CSS / JS
React / Python
Swift