

Umair Shaikh

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UX Designer with 3+ years of experience designing responsive, accessible, and data-informed digital products. Skilled in **Figma, design systems, prototyping, usability testing, and accessibility (WCAG/AODA)**. Background in **architecture** enhances problem-solving, spatial reasoning, and structured thinking applied to digital interfaces. Recently got **recognized by Apple leadership** for initiating UX research on iOS as an operating system and system behaviours.

Professional Experience

UX Designer | Independent. Toronto, Canada. Aug 2024 – Current

- Jr Kids** - Collaborated with developers and the founder to design an escrow-based app for secondhand marketplace deals (e.g., Facebook Marketplace), from concept to wireframes.
- Tadow** – Designed and prototyped Reliance’s **Torus Digital App** in partnership with **Tadow.in**, focusing on user flows and interface consistency.

UX Designer & Website Builder | Forester Farms. Mumbai, India Dec 2022 – Aug 2024

- Designed the company website to improve navigation and highlight sustainability, resulting in increased engagement and user trust.
- Developed responsive layouts and interactive prototypes using **Figma**, optimizing for mobile-first design and accessibility compliance.
- Conducted usability testing and implemented design refinements to streamline product browsing and purchase flow.
- Collaborated with Stakeholders to align design intent with functional implementation.

UX Consultant | Alfaaz Theatre & Productions. Mumbai, India Sept 2022 – January 2024

- Designed and prototyped an end-to-end ticket booking platform for live and virtual performances
- Created a high-conversion waitlist campaign with user-centered design, driving over 200+ pre-release sign-ups.
- Designed an interactive website for the company’s pilot play, integrating video playback and payment gateways, leading to a 20% increase in ticket sales.

Jr Architect | Avant Builders. Mumbai, India June 2021 – July 2023

- Applied user-centered architectural design principles, ensuring compliance with DCR and NBC regulations while delivering sustainable residential environments.
- Produced 3D renders, architectural drawings, and presentations using AutoCAD, Archicad, and SketchUp, reducing design revision time by 30%. Collaborated with cross-functional teams to ensure projects met safety and efficiency standards, resulting in 100% regulatory approval on all projects.

Architecture Intern | TN Hasan Architects. Mumbai, India Nov 2019 – Apr 2020

- Assisted in drafting CAD drawings and concept development for commercial projects.

Technical Skills

UX Design: Wireframing, Prototyping, Usability Testing, User Flows, Interaction Design, Design Systems, Accessibility (WCAG/AODA), Heuristic Evaluation

Research: User Interviews, Journey Mapping, Personas, A/B Testing, Affinity Mapping, Competitive Analysis, Analytics Interpretation

Tools: Figma, Adobe XD, Photoshop, Illustrator, Sketch, After Effects, Premiere Pro, Spline 3D, Maya 3D, Blender

Web Platforms: Wix, Webflow, WordPress, Shopify, HTML, CSS, JavaScript (basic)

Analytics & Optimization: Google Analytics, SEO Strategy, Conversion Optimization

Other: AutoCAD, ArchiCAD, Vray, Sketchup

Recent Projects

Toronto Railway Museum - Live Capstone Project.

- Led UX direction in a student team to redesign the museum’s website for easier navigation and exhibit discovery.
- Created wireframes, interactive prototypes, and conducted usability tests to improve accessibility for visitors.
- Awarded **“Best UX Design & Prototype”** for outstanding execution and user-centered design.

Refining iOS - Thesis Project.

- Conducted UX research and proposed Refinement changes on iOS (iOS 17 at that time) as a operating system targeting various user problems by conducting Interviews, pattern analysis and user needs.
- Recognition received** from **Apple SVP Craig Federighi** for contribution insight.

Certifications, Awards & Achievements

Personal recognition from Craig Federighi (SVP, Apple) – in response to an independent UX case study on iOS

Best UX/UI Design & prototype - Toronto Railway Museum

Best UX Research & Visualization - Chat GPT-ish (AI Search results experimentation)

Licensed Architect – Council of Architecture, India.

Google UX Design Certificate – Coursera

Education

Interactive Media Management (UX & Digital Design) Sept 2023 - Aug 2024

George Brown College. Toronto, Canada. GPA 3.96 / 4 | Dean’s list

Bachelors in Architecture July 2015 - May 2021

Rizvi College of Architecture. Mumbai, India. GPA 6.83