# Hozefa Matiwala

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*Seeking assignments to head operations in UX/UI Design with a high growth-oriented organization*

## PROFESSIONAL SYNOPSIS

Principal UX designer with over 20 years' experience in **enterprise/digital transformation** of product & processes from individual contributor to leader. Passionate of being a designer that focuses on developing elegant solutions, meaningful and memorable user experiences through an empathetic approach to design that utilizes well-grounded user experience (UX) design principles and methods.

First understand requirements, problems and opportunities. Then design solutions that are desirable and a pleasure to use. The experience users have with a company's products and services are reflective of their brand. Ensuring those experiences are of the highest quality and value is the key role of a designer.

Experience in Small scale research/technology demonstrations to large scale design system, user research and global collaboration with cross-functional team of technologists, designers and business to create compelling product offering.

## EDUCATIONAL QUALIFICATION

- Bachelor of Commerce, Mumbai

## CERTIFICATIONS

- The Interaction Design Foundation Member – See Credential
- Core Training Program in User Experience Design from Design Incubator
- 14 months Advance Designing and Animation course from Microcell Training Institute

## SPECIALITIES

I have multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the best and most current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior. I'm a critical thinker with an open mind, a communicator and a facilitator.

- Interviews & Gathering User Data
- User Journey
- Persona Creation
- Screen Flows & Storyboards

- Information Architecture (IA)
- Heuristic Evaluation & Usability Testing
- Wireframing
- Rapid/Interactive Prototyping

- Low/Hi fidelity mockups
- Competitive Analysis
- GUI Design
- Graphic Design
- HTML & CSS

## PROJECT EXPERIENCE

I've successfully delivered and managed more than **50+** digital projects ranging from web & mobile apps, CRM platforms, CMS based corporate websites, and large ecommerce. All are at the highest standard of execution and represent some of the leading companies in the industry.

**Honeywell Automation India Ltd.**                                        **Jun'14 till date**
**Designation:** User Experience Practice Lead
**Description:** I play Techno Managerial role here at GES- HBS and lead the UI/UX team. I have been working on enhancement of the enterprise level product "CCS (Command and Control Suite), EBI and other Internal Tools that assist CCS and EBI, since last 6 years. The product helps easy navigation and gives quick view of equipment and its status. It's a great product to manage Incidents. The Pune team looks after the complete design and delivery of all projects across the globe using this product. Have led the designing of a new and very intuitive UI of EBI HMI pages and the visual enhancement of EBI system graphic library.

**Key Responsibilities:**

- Gathering and evaluating user requirements, create personas
- Identify user types, scenarios, journeys, and develop strategic UX vision
- Heuristic evaluation of existing tool/products
- Conduct user, wider market and competitive research
- Design Navigation flow draw sketches and wireframes
- Presenting UI design concepts to the project stakeholders for review and feedback.
- Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Working closely with the development team to implement the vision.
- Estimations and Proposals
- Project Management and Client Co-ordination
- Manage and mentor junior members of UX team on projects and be responsible for them and quality of their output throughout the project life cycle
- Review and provide feedback on team member's work products

**Synechron Technologies**                                                    **Nov'10 to May'14**
**Designation:** Assistant Manager - Software
**Client: Gmasco, LBi, JWT, O&M, Waseet, DTC**
**Description:** UX/UI Design & Development of various Mobile Apps, Websites and Facebook Apps
**Responsibilities:**
- Gathering and evaluating user requirements
- Heuristic evaluation of existing tools/products
- Identify user types, scenarios, journeys, and develop strategic UX vision
- Estimations and Proposals
- Project Management and Client Co-ordination
- Manage and mentor junior members of UX team on projects and be responsible for them and quality of their output throughout the project life cycle
- Review and provide feedback on team member's work products

**Triumph Systems and Solutions**                                             **Jan'10 to Oct'10**
**Designation:** UX Solution Lead
**Client: ICICI Bank, Sodexo UK**
**Description:** The application is an internal portal for ICICI Bank employees who will have features like document management, blogging, calendar, news and alerts.
**Responsibilities:**
- Design and develop UI for the application and integrate the HTML in liferay

**Human Factors International**                                               **Oct'08 to Nov'09**
**Designation:** Team Lead UIDT
**Clients: ICICI Bank, Glaxo, Citibank, Reliance**
**Description:** Managed HTML/CSS development of various websites of the above said clients.
**Responsibilities:**
- Manage a team of 6 html developers
- High level HTML planning
- QC of HTML's

**EBS Worldwide**                                                             **May'07 to Sep'08**
**Designation:** Senior Web Graphic Designer
**Clients: IIML, EBS, Sony, Sharp, One Source, ADP, ICICI, Reliance**
**Description:** Designed and Developed websites of the above said clients.

**Responsibilities:**

- Visualization, layout and perceptive navigation design
- Manage a team of 3 Designers
- High level Design and HTML planning
- QC of HTML's and creative work

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**Zensar Technologies**                                                          **Jul'06 to May'07**
**Designation:** Senior Consultant
**Client: Cisco**
**Description:** Designed and Developed UI for various Web Applications for Cisco
**Responsibilities:**
- Design UI for the applications and convert the same into HTML

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**Atos Origin**                                                                   **Dec'02 to Jul'06**
**Designation:** Senior Web Designer
**Client: P&G**
**Description:** Designed and Developed UI, HTML for various Web Applications and websites for P&G
**Responsibilities:**
- HTML Markup of various multilingual websites
- User Interface Design and design of UI elements like visuals, splash screens, icons for various web based and standalone software applications
- Graphical Support to more than 30 websites
- Visualization, layout and perceptive navigation design, graphics, template design for web applications and websites
- Involved in the study, requirement analysis, site map design for various web applications, web sites and multilingual web sites
- Worked in close relation with clients & programmers for user centered layouts and designs

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**Zee Interactive Learning System**                                              **Jun'01 to Oct'02**
**Designation:** Graphic Designer
**Client: zeenext**
**Description:** Manage web portal
**Responsibilities:**
- Design html pages for the portal
- Create various graphics for the portal

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**Creation Advertising Studio**                                                  **Oct'00 to May'01**
**Designation:** Graphic Designer
**Client: club greetings**
**Description:** The main objective of this project was to Design of Flash Interactive cards, highly expressive and quality 2D animated greetings based on the storyboard.
**Responsibilities:**
- Designing and Animation of Flash e-cards
- Technical support to team members