

# Nadeem Jawwad Damique

A **product designer** crafting experiences for Adobe Learning Manager at 

4 years+ of work experience

M.Des (Interaction Design) from IIT Hyderabad

B.Arch from Jamia Millia Islamia

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## Work Experience (4 years+)

### Adobe

UX Designer | Aug 2023 - Present (05 months+)  
Bengaluru, Karnataka, India

- Developing frameworks to standardize and guide cross-team work and successfully craft experiences from concept to design delivery based on in-depth understanding of user needs and design principles.
- Working towards improving authoring and learning experience on Adobe Learning Manager.
- Leading DesignOps for Adobe Learning Manager.
- Exploring how GenAI (Generative text and generative image) and firefly can be leveraged to improve customer experience.
- Generate detailed final design specs that facilitate accurate development.
- Facilitate collaboration and strategic planning to conceptualize and implement cohesive design-led initiatives across different enterprise products.
- Foster close collaboration with product owners, engineers, and user research teams to meticulously craft a strategic vision for Adobe Learning Manager.

**Impact: Improve new customer acquisition. Increase customer satisfaction rate and optimize experience for existing customers.**

### Adobe

UX Design Intern | Jan 2023 - Jun 2023 (06 Months)  
Bengaluru, Karnataka, India

- Worked towards improving learners' engagement on Adobe Learning Manager.
- Improved content discovery for learners
- Conducted Research, Audit & Interviews.
- Research and Design around the use of AI to drive the habit of learning.
- Interventions on how to leverage Gen AI on Adobe products.
- Introduced 'Recommendations' to the platform to recommend highly relevant learning resources to learners.
- Introduced AI Driven smart tracks for learners on the mobile app.

**Impact: Increase in learners engagement & course completion rate, Improved learning & compliance.**

### InfoEdge > AmbitionBox (A Naukri.com Company)

UX Design Intern | May 2022 - Jul 2022 (03 Months)  
Noida, Delhi NCR/UP, India

- Introduce/re-design features for the platform.
- Conducted Research & Interviews.
- Re-Designed homepage to reduce bounce rate and encourage higher engagement.
- Proposed interventions to increase recurring user count and increase user retention.
- Improved Industry taxonomies and conducted tree testing.

**Impact: Total visits jumped from 7M to 11.4M in 2 Months, with 42.4% Direct visitors and 52.3% Organic Visitors.**

### Sofyrus Technologies

Product Design Consultant | Apr 2019 - Jul 2021 (02 Years 03 Months)  
Remote

- Responsible for understanding the product, identifying problems, and developing integrated product designs.
- Conceptualizing features, Crafting UI, Formulating UX Taxonomies, Conducting UX Research, and communicating designs with Developers.
- SaaS Product:** Robonito: No-code RPA testing tool for developers. [Impact: Achieved more than 80% of Task Success rate]
- EdTech Product:** Entrancely - Entrance exam preparation platform. [Impact: 10k+ Downloads in 2 Months Post Launch, More than 65% Revenue growth]
- Healthtech Product:** DMW - A platform that brings various stakeholders from Egypt's healthcare industry.
- Healthtech Product:** Patient7 - A clinic/polyclinic management platform for the doctors of Canada. [Impact: Improved usability and quick task completion rates led to higher product adoption]

### EDC Spcae

Designer | Aug 2018 - Mar 2019 (08 Months)  
Gurugram, Delhi NCR/Haryana, India

- Responsible for design and maintenance of company website and client portal.
- Designed communication and delivery system for inter-departmental collaboration and efficiency.
- Design research, Conceptualization & Design Development of projects
- Transformed the Studio into a BIM based atelier.

### Arcadis IBI Group

Trainee Architect | Jan 2018 - Apr 2018 (04 Months)  
Gurugram, Delhi NCR/Haryana, India

- Conceptualization of Bhubaneswar smart city e-governance web app.
- Conceptualization & Design Development of streetscapes, Masterplanning, and Area Analysis as a part of Bhubaneswar Smart City Development.
- Transportation Design & Guidelines preparations

### The Perspective Hub

Co-Founder & Creative Head | Jul 2015- Jan 2018 (2 Years 06 Months)  
Delhi, India

- Design, Development & Management theperspectivehub.in - A self initiated platform for the aspiring artists and students of Jamia Millia Islamia.

## Education

### IIT, Hyderabad | Master of Design :: 9.15 CGPA

2021 - 2023

- Solutions for 'Future of food in Urban India' in the context of growing our own food in the future as part of Zero Hunger (SDG #2) & Good Health And Well-Being (SDG #3).
- Designed a digital **campus Navigation System** for IIT Hyderabad.
- Designed an **AR-based signage system** for Campus Biodiversity.

### Jamia Millia Islamia | B.Arch :: 78.95%

2013 - 2018

- Designed various commercial, institutional, and assembly buildings like Sports Complex, University, Airport etc.
- Designed & Developed The Perspective Hub - a platform for the Artists and Writers of Jamia Millia Islamia.

## Skills

### Research & Testing

User Research, Data Analysis, Task Analysis, Persona Creation and Hypothesis, A/B Testing & Experiment, Cognitive Walkthrough, Tree Testing, Usability Testing, Focus Group Discussions, User Interviews, Card Sorting, Surveys, Five-Second Testing, Ethnography, Heuristic Evaluation, Competitive Analysis, Storyboards, Scenarios, Mental Models, User Journeys, Task Flows, Experience Maps, Framework Design,

### Design & Prototyping

Illustration, User Interface Design, User Flows, Concept Sketches, Wireframes, Mock-ups, Style Guides Interaction Design, Information Architecture, Graphic Design, Accessibility Design, Copywriting, Participatory Design, Visual Design, Communication Design, Paper Prototyping, Rapid Prototyping, Low Fidelity, and High Fidelity Mockups.

### Tools

Figma, XD, Marvel App, Miro, Adobe Photoshop, Adobe Illustrator, InDesign, SketchUp, Adobe Premiere Pro, Adobe After Effects, Principle, InVision, Framer, WordPress, Wix, Squarespace, HTML & CSS (Basic Coding)

### Soft Skills

Curiosity, Empathy, Communication, Collaboration, Flexibility, Storytelling, Active Listening, Critical Thinking, Growth mindset, Conceptual Thinker.

## Achievement & Accomplishments

- Won **D'Source Corona Challenge** by IDC Bombay, IIT.
- Got 'Rising Star' Award from EDC Space for transforming the firm into a BIM based studio.
- Curated a National Photography Competition & Exhibition in Maulana Azad Art Gallery, JMI.
- Part of the core organizing team of 'International Inclusive Cities Workshop' in JMI in collaboration with San Diego State University, California, USA.

## Certifications

- Master Digital Product Design: UX Research & UI Design (Udemy. Issued Jul 2022) See Credentials
- Registered Architect under the Architects Act, 1972. CA/2019/106705

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