



# ALIM BASHA

Lead UX Designer

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www.alim-ux.com

## EXPERIENCE

### ● **Lead UX Designer** | Tata Consultancy Services | Nov 2011 to Present

- Lead analysis to form a relevant understanding of the context (domain, business, market, emerging contexts, related trends, target groups, etc.) and define & articulate relevant insights.
- Manage the process of creating surprising and relevant scenarios/ themes/ concepts along with stakeholder teams.
- Create effective and appropriate visual languages by understanding the meaning and effect of these on the brand, audience, market, and culture.
- Design, Develop and Direct the (project) team with clarity and accuracy in applying the interface with interaction and general usability principles.
- Decision making and work effectively for fast-paced projects to meet deadlines.
- Challenges technology, opportunities, constraints, and trends. Understand development tools and methodologies.
- Build relationships and appropriately influence relevant internal & external stakeholders. Able to manage project budgets, also develop stakeholder relationships and build networks to achieve short and long-term goals.

### ● **Lead Visual Designer** | ADAYANA Solutions | Nov 2006 to Oct 2011

- Visual story-telling and develops creative ideas and concepts to meet the eLearning course objectives.
- Create mock-ups, POCs, simulating interactions, interaction journeys and maps.
- Create other compelling graphic visual solutions to use in eLearning content including infographics, iconography, storyboards and sketches, etc.
- Provide visual inputs to instructional designers.

### ● **2D Animator (Flash)** | Zorek Technologies | Apr 2003 to Oct 2006

- Create visual-based teaching aid for Mathematics and Sciences with fun-filled animated experiments.
- Provide visual inputs to instructional designers.

### ● **Graphic Designer** | Apex Multimedia | Apr 2001 to Oct 2003













- Communication design for any of the media – e-mailers, banners, and promotional materials.
- Create user flows & visual designs of landing pages for websites.

## SKILLS

### UX Design Skills

User Centric Design  
Interviews & Surveys  
Information Architecture  
Contextual Inquiry  
Thematic Analysis  
Persona & Scenarios  
Wireframes & Prototypes  
Usability Testing  
A/B Testing  
Cognitive Walkthrough  
Heuristic Evaluation

### Tools

 Sketch	 Adobe XD
 Zeplin	 Animate
 Axure RP	 Illustrator
 Invision	 Photoshop
 Figma	 After Effects
 HTML	 InDesign

## EDUCATION

**M.Sc., Masters in Chemistry**  
S V University | India

## CERTIFICATIONS

**eLearning Designer**  
MMU University | Malaysia

**CUA Training**  
HFI | Human Factors International