Maqsood Ahmed . A

Cultivate engaging and user-friendly designs as a Senior UX/UI Designer, emphasizing the creation of impactful interfaces that enhance user satisfaction and drive business success. Targeting senior-level opportunities in UX/UI design across diverse industries, leveraging extensive expertise in Salesforce and digital design.

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Portfolio: https://maqsoodahmed.com/

CORE COMPETENCIES

- User Experience Design/ Visual Design
- Interaction Design Principles
- Requirement Gathering & Analysis
- User Research Experience
- Risk Assessment & Mitigation
- Digital Transformation Initiatives
- User Journey Mapping
- Client Engagement Strategies
- Team Building, Mentoring & Leadership

SOFT SKILLS



ACADEMIC DETAILS

- B.Sc.(Computer Science) from Mangalore University
- Diploma in Design from Arena Multimedia

TECHNICAL SKILLS

- **RELEVANT SKILLS:** Figma; Canva; Adobe XD; Dreamweaver; Photoshop; Illustrator; Adobe Creative Suite; Jira
- **FRONTEND DEVELOPMENT:** HTML5 / CSS3 / JavaScript; Lightning Web Components (LWC); Salesforce Lightning Design System (SLDS); Bootstrap; WordPress / Elementor
- **TOOLS & PLATFORMS:** Salesforce AppExchange; Jira; Sucuri WAF / LiteSpeed; Git (Basic)

PROFILE SUMMARY

- Senior UX/UI Designer with **over 20 years** of experience spanning digital product design and front-end development, including over 14 years of experience designing enterprise Salesforce ERP products at Axolt.
- Led **end-to-end product design** across user flows, information architecture, wireframes, high-fidelity interfaces, interactive prototypes, and production-ready designs.
- Applied **strong UX/UI expertise** alongside hands-on proficiency in Figma, Adobe XD, Salesforce Lightning Web Components, SLDS, HTML/CSS, WordPress, and Elementor, while also strengthening design systems, technical SEO, and web performance to deliver intuitive, scalable, and high-performing digital experiences.
- Championed enterprise **UX/UI strategy and design governance**, shaping human-centered, scalable digital experiences across complex platforms and ecosystems.
- Architected user-centric design frameworks grounded in research, behavioral insights, and data-driven decisioning, embedding design thinking into enterprise transformation programs.
- Led experience modernization initiatives, transforming legacy interfaces into intuitive, high-impact digital journeys that elevated adoption, engagement, and customer satisfaction.
- Established **UX/UI maturity models, metrics, and performance frameworks, linking design excellence to measurable business outcomes.**
- Planned and conducted user research, then synthesizing findings to identify pain points and opportunities.
- Utilized information architecture to organize features and content into logical, user-centered flows.
- Key People Leader, who has successfully led and motivated team towards growth and success in the organization; extensively coordinated with multi-cultural teams for smooth functions.

WORK EXPERIENCE

Mar'12-Present: Axolt Ltd., Specializes in ERP and business solutions to streamline operations and drive efficiency as Senior UX/UI Designer

Responsibilities:

- Leading **end-to-end UX/UI design** for Axolt's Salesforce-native ERP suite, shaping user flows, information architecture, wireframes, high-fidelity interfaces, and interactive prototypes in Figma and Adobe XD across Order Management, Inventory, Manufacturing, HR, and Project Management.
- Translating **UX/UI concepts into production-ready Salesforce experiences**, designing and developing Lightning Web Components (LWC) and Salesforce Community pages in line with the Salesforce Lightning Design System (SLDS).
- Establishing and evolving scalable design patterns across enterprise product modules, driving consistency in interactions, typography, spacing, components, and visual standards throughout the Axolt product ecosystem.
- Designing, developing, and maintaining axolt.com using WordPress and Elementor, creating landing pages, blog templates, comparison pages, and reusable web components across **40+ published pages.**
- Managing on-page and technical SEO for axolt.com and its support subdomain, conducting keyword research, optimizing metadata and internal linking, implementing structured data, performing indexation audits, and driving technical SEO enhancements through Yoast SEO Premium.

- Communicating user research intelligence to stakeholders to enable evidence-based product and design decisions.
- Driving **continuous user validation programs**, embedding real-user testing into the design lifecycle to ensure experience quality and usability excellence.
- Implementing and maintaining **site-wide structured data using Schema.org and WPCode**, extending Yoast's schema graph with relevant Organization, Service, Article, and VideoObject entities while preventing duplicate or conflicting markup.
- Diagnosing and resolving production UI and web-platform issues across WordPress, Elementor, LiteSpeed, CDN, WAF, and plugin environments, addressing CSS regressions, compatibility challenges, access restrictions, and performance-related issues.
- Collaborating with a **10-member cross-functional team** comprising Product Owners, Developers, and business stakeholders, translating business requirements into intuitive product experiences and coordinating concurrent design and development initiatives to meet delivery timelines.
- Collaborating with product leadership to redefine **customer segmentation**, identifying personas that reshaped enterprise understanding of the customer base and informed next-generation compressor strategy.
- Defining UX performance frameworks, metrics, and KPIs, linking experience excellence to measurable business impact.
- Conducting usability evaluations, UX strategy and planning, UI design and redesign initiatives, while supporting presales engagements and proposal development to deliver customer-focused digital solutions.

FREELANCE WORK EXPERIENCE

2006-2012: Freelance | UX & Visual Designer

Responsibilities:

- Advised diverse clients on **UX/UI and brand design**, translating complex business requirements into intuitive user interfaces and cohesive visual identities aligned with business objectives.
- Applied a **user-centric design approach, leading user discovery sessions and converting insights into wireframes and high-fidelity mockups, achieving 100% alignment with client requirements and goals.**
- Connected design with development, delivering clean **HTML/CSS handoffs** and providing practical technical recommendations to support efficient and accurate implementation.
- Managed the complete design lifecycle across multiple concurrent projects, coordinating stakeholders, priorities, and deliverables while maintaining a 100% on-time delivery record.

PRODUCTS DESIGNED

- **Axolt ERP (Salesforce AppExchange Product)**
  Enterprise-grade multifunctional ERP system providing real-time process integration
- **BookingKare (Event & Appointment Management App)**
  End-to-end solution for scheduling, payment processing, and membership reporting
- **Barcode Zone (AppExchange Product)**
  Barcode Zone by Axolt is a Visualforce component for generating linear and 2D barcodes on Visualforce/Standard Pages
- Axolt CPQ: Accelerate Sales with Streamlined Quoting for Manufacturing & Retail
- Axolt: Integrated Inventory, Supply Chain, and Multi-Carrier Shipping Solution

PROJECTS MANAGED

- Region of Peel (ROP, Canada) – Salesforce CRM & Partner Management
- LMAX Exchange, UK
- PEPCO Services – Salesforce CRM & Partner Management
- Telenomics (O2 Franchise), UK
- O2 Retail – Guru Booking Application | London, UK
- O2, the commercial brand of Telefónica UK Limited, is a leader in digital communications, serving over 23 million customers
- Semler Scientific – Salesforce CRM & Partner Management
- Triton Distribution, US – Salesforce CRM & Partner Management
- Repligen Corporation, US – Salesforce CRM & Partner Management

PERSONAL DETAILS

Address: Bengaluru-560032, Karnataka **I Languages Known:** English & Hindi