

Tariq Shaikh (he/him)

tariqshaikh.com • tariq.inbox@gmail.com • +1(647) 868-9230

WORK EXPERIENCE

Loblaw Digital, Senior Product Designer July 2021 to Present

Responsible for working with Engineers, Product Managers, Content Designers, and Researchers to design and build new features also enhancing the core user experience of Loblaw digital platforms.

Canada Life, Senior User Experience Designer June 2018 to July 2021

Built a new product to transform group benefits enrollment experience that eliminates a decade-old paper-based process and optimizes several business operations. I designed an end-to-end digital experience that simplifies and distills complex business processes into intuitive product experiences.

IBM, User Experience Designer August 2013 to June 2018

Worked alongside IBM + Apple team to design and develop the next generation of mobile enterprise applications exclusively for iPhone, iPad and Apple Watch.

Travelocity (Sabre), Interaction Designer February 2012 to July 2013

Delivered digital retailing solutions to help hoteliers optimize their direct distribution channel and with the point of sale, significantly enhancing the way hoteliers sell to guests in a digital world.

Essar Enterprise, User Interface Designer January 2011 to February 2012

Designed a new platform 'Proactive Intelligence' (Pi) for business intelligence analysts and executive-level managers that provides real-time data updates to visually interactive dashboards to decipher actionable data.

Valuepitch Interactive, Visualizer & Web Developer July 2010 to January 2011

Executed user research, user interface & interaction designs for business intelligence dashboards.

Cranbay Solutions, Graphic & Web Designer February 2009 to July 2010

Designed and developed experiences for high profile clients across industries with an emphasis on innovation for the next generation of web and mobile.

TATA Interactive Services, eLearning Designer July 2008 to Jan 2009

Created digital interactive learning experience for Global Online Education.

AWARDS

IBM Eminence and Excellence Orion Award 2014.

IBM Deep Skill Adder 7 times during 2013 to 2018.

IBM Manager's Choice Award for "Putting the Client First", "Dare to Create Original Ideas", twice for "Showing Personal Interest".

EDUCATION

University of Mumbai, **Bachelor of Commerce** (B.Comm.)

Arena Multimedia, Animation, Multimedia, Web, VFX, and Gaming (Diploma)

CERTIFICATIONS & TRAINING

HFI Certified Usability Analyst (CUA)™

Certified ScrumMaster® (CSM)

Certified Scrum Product Owner® (CSPO)

IBM iOS Design Experienced Badge

IBM Enterprise Design Thinking Practitioner

Adobe® Certified Expert in Photoshop CS6

SKILLS

Interaction Design

User Experience Design

Product Thinking

Visual Design

User Research

Content Strategy

Rapid Prototyping

Usability Testing

Design System

TOOLS

Figma

Sketch

Adobe Creative Suite

InVision / Flinto / Principle

Axure RP

DEVELOPMENT

HTML / CSS / SASS

Javascript / JQuery / React