

# SAJID RESHAMWALA

A product designer with a foundation  
in research and strategy.

## EXPERIENCE

### Lead Product Designer

*Jut Inc.:*

2014-Present  
San Francisco, CA

- Developed applications from initial concept through execution and ongoing iteration that increased our KPI's around engagement and retention.
- Executed the organization's first design vision projects to help the team articulate what the Jut ecosystem could look like a year out and beyond.
- Led the team through design projects that were inclusive from start to finish while introducing the team to design sprints, workshoping methods, and usability studies.

### User Experience Designer

*Yahoo! Inc., Finance*

2014  
Sunnyvale, CA

- Led the Yahoo! Finance team through open ended design projects and explored opportunity spaces with wireframes and high fidelity mockups.
- Built out high fidelity prototypes for a team that operated in an agile environment and provided design support through the team's release cycles.

### Design Researcher

*Yahoo! Inc.*

2012-2013  
Sunnyvale, CA

- Introduced a repeatable workshop process to help product teams kickoff their design projects within the context of their business goals.
- Executed explorative ethnographic research that reframed problems and defined opportunities for media and finance products.

### Design Strategist (Intern)

*Yahoo! Inc.*

2011  
Chicago, IL

- Worked with Yahoo!'s design team to develop frameworks for designing products with a sense of meaningful value for end users.

### Design Research Lead (intern)

*Studio for Design Research*

2010  
Hong Kong, China

- Developed an insight management tool to be used by future students to document their work and to act as a growing database of user insights for the Hong Kong design community.

## EDUCATION

### Masters of Design

*Institute of Design (IIT)*

### Masters of Business Administration

*Stuart School of Business (IIT)*  
Chancellor's List Scholar

### B.S. Economics

*North Carolina State University*

### B.S. Mechanical Engineering

*North Carolina State University*

## TEACHING

### MaGIC Academy, Malaysia

*Lecturer, UX Design*

### Academy of Arts University

*Lecturer, UX and Visual Design*

### General Assembly

*Lecturer, Design Research*

## SKILLS

Expertise in design sprint and design workshop methodology

CSS, HTML, JS

Sketch, Framer.js, Principal

Illustrator, Photoshop, After Effects

Solidworks, Rhino3D, FEA Analysis, AutoCAD, Simulink

Welding & CNC Experience