Hi, Nadeem Shaheer here.

A designer is a problem solver and that's what I envision myself to be. I take pride in creating delightful experiences through my craft in formulating emotional designs through the influence of visceral impact, behavioural influence and reflective consequence. I believe that a good design should always serve the people.

Having been in the design domain for more than 8+ years, I had adapted myself to diverse set of domains and a multitude of roles. This has given me a wide range of industry hardened skills and expertise. I also had the fortunate opportunity to work with some great minds in the industry shaping me to be who I am today.

Nadeem Shaheer
DOB : 28/09/1990
M1: 7736423138 | M2: 8281297279 |
email: nadshaaa@gmail.com

Portfolio link

Linkedin link

" *On a lighter note, I have been intrigued with alchemy lately . Transmutation of matter is something that I want to perfect, and with design as my superpower and the world as my witness I shall get it fulfilled, sooner or later.*

Education

TKMCE

BACHELOR IN TECHNOLOGY ,
Mechanical Engineering (BTech)
Thangal Kunju Musaliar College of Engineering
Kollam, Kerala | 2014

TOONZ MEDIA GROUP

DIPLOMA IN ANIMATION MAKING (AFMA)
Toonz Animation Academy
Trivandrum, Kerala | 2015

SRISHTI

MASTER IN DESIGN,
Industrial Arts and Design Practices (M.Des)
Srishti Institute of Art Design and Technology
Bangalore, Karnataka | 2017

Experience

Microsoft Research

PRODUCT DESIGN CONSULTANT
Bangalore | August 2017 – December 2017

SELCO FOUNDATION
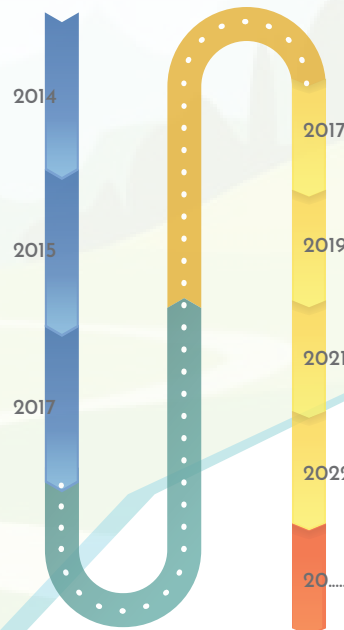
PRODUCT DESIGNER
Bangalore | December 2017 – June 2019

Microsoft Research

AV PRODUCER & PRODUCT DESIGNER
Bangalore | July 2019 – January 2021

TESTYANTRA

PRODUCT DESIGNER - UI/UX
Bangalore | March 2021 – April 2022

IBMiX

PRODUCT DESIGNER - UI/UX
Bangalore | April 2022 – Present

2014

2015

2017

2017

2019

2021

2022

20......
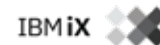
Soft Skills

Interests
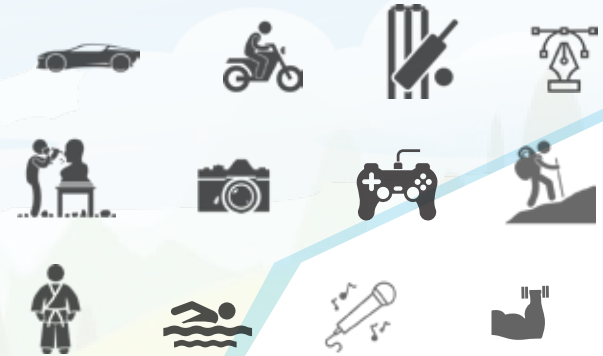
and many more...

Happy Clients...

SBI · BARCLAYS · NS&I

Microsoft Research · TESTYANTRA

McDonald's · IBMiX · IBM North Star · AmerisourceBergen · *and counting...*

Journey so far...

Microsoft Research

PRODUCT DESIGN CONSULTANT
Bangalore | August 2017 – December 2017

Right after my MDes, I had an opportunity to work with Microsoft Research India Labs. They were developing state of the art programming language that needed to be tested out on consumer products that was based around the white cane used by the visually impaired. This was part of the broader EdgeML project.

Got into deep research with the team that focused on IOT (Internet Of Things) and ML (Machine Learning) in coming up with local and small microcontroller devices that helps the visually impaired users, interact with their smartphones seamlessly using small gestures with their cane. The hardware research and development that include outer casing design, ergonomics and aesthetics study, layout design of the internals, sourcing of materials, design, production, and assembly of the final product etc. were my responsibility.

I became a one stop shop for all design related problems in the lab and as part of the projects I did a lot of prototyping and 3d modelling along with 3d printing which was later used for user studies and also as baseline for scale up models. We later got to publish a research papers for the body of work that was done and I am grateful for the opportunity to have worked with some amazing teams there.

SELCO FOUNDATION

PRODUCT DESIGNER
Bangalore | December 2017 – June 2019

Right after MSR I was hired by Selco Foundation which is an NGO that worked on bringing ingenious solar based renewable energy solutions to the consumers.

My role was in developing solutions that hit the under privileged and underdeveloped and energy deprived rural Indian market with products such as a solar powered rope making machine, solar powered blacksmith blower, solar powered medical kits for rural health workers and many more. All my designs were tested, deployed, and scaled up while I was part of Selco. I as either part of a team or spear head the whole operation as a one-man army in getting the problem statements worked out and delivered.

Was able to pick up a multitude of cross domain skills like electrical design know how along with project management strategies and got a sense of the rural India with all my research travels. Overall quite a rewarding experience.

AV PRODUCER & PRODUCT DESIGNER
Bangalore | June 2019 – January 2021

While working in Selco I was approached again by MSR for product developments. For my second outing with Microsoft Research, I worked closely with the AV team in creating meaningful and thoughtful audio and video content that would tell the story of various projects that was part of the lab. Here I was able to tap into my animation training that I had explored a couple of years back.

It was a package deal were in I also go to be part of some of the amazing projects in the lab from an designer perspective, helping and co-developing ideas, lending my hand in ideations and prototyping. This was a dream come true opportunity for me.

Some of the projects where I collaborated include Blendnet, Karya, EdgeML, SmartKC wherein I was able to sharpen my skills as a UI/UX designer, an animator, an industrial designer or an AV producer. I also got to enjoy working with a wonderful team of multi-disciplinary people who are some of the best in the industry and was able to rub up on some of their skills to enhance mine.

TESTYANTRA

PRODUCT DESIGNER - UI/UX
Bangalore | March 2021 – April 2022

At Testyantra, I was part of the in-house Product development team, developing a Selenium based next gen automation product for software testing named Flinko that was later renamed as Fireflink.

Being part of a small design team initially, it was an accelerated learning opportunity for me, navigating through the realms of UI/UX rapidly, adapting to the new requirements and needs of the design industry. Also had to learn how the testers use selenium and get acquainted with a bit of coding which was of my conform zone. The initial stages of the project were exceptionally tough as we had to manage multiple design challenges and deadlines while coming up with a whole design system parallelly with stringent timelines and a small team to pull it off. It ironed out in the later stages of the product development cycle with rigorous planning and some sleepless nights as a trade-off.

Was also very much part of the website development team, single headedly designing the first draft of website for the product which later was revamped. I also designed the logo that was later adopted for the product along with some promotional contents as well as other presentation decks. Had to adapt myself to a full stack designer in my role which later came handy in my future projects.

IBM iX

PRODUCT DESIGNER - UI/UX
Bangalore | April 2022 – Present

IBM was one of my dream organisations to be part of and when I was presented with an opportunity to be part of the iX design team, I jumped at the opportunity. Here, being part of a service-based design lab, I had to upskill myself in the operational aspect of the design world, not just from the design delivery perspective, but more in terms of how you deliver and the processes that governs in that delivery and project management.

I get to interact and collaborate with cross platform teams on a scale that I had never been exposed to earlier and each client brings in a new set of problem statements and challenges that keeps my hunger for cross domain knowledge alive. The clients that are in the lab portfolio expect nothing short of perfection and the level of work that is expected keeps me at my very toes. The 200+ team of designers work very closely with each other and the team synergy is always something I could count on. I love taking those coffee breaks with my peers where we discuss different projects in different domains.

I have completed 2 and half years here and, in this time, I have worked with some big names in the industry- MacDonald's Retail, SBI, NS&I, Amerisourcebergen, IBM NorthStar, Barclays etc. I also had the opportunity to conduct some amazing Design thinking workshops interacting with some amazing minds in the process. All these experiences have made me a better designer, ready to tackle the next set of challenges.

"Steady the sails, as my journey is far from over..."