Hi, Nadeem Shaheer here.

I am a passionate and industrious Product Designer who forage to upskill and evolve with any opportunity presented. I believe in constant development and all my strides and actions screams the same. I attempt to push myself beyond my comforts, where I believe I have had majority of my learnings. This disposition has helped me acquire a unique set of skills that I tap on to from time to time.

I believe in problem solving and always strive to deliver, no matter how bad the stakes are against me. Learning and "in motion" have always been my moto and adapting to circumstances and challenges have helped me deliver without fail.

On a lighter note, lately I have been intrigued with alchemy. 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 soon.

Do you wanna join my superhero team. Haha....

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
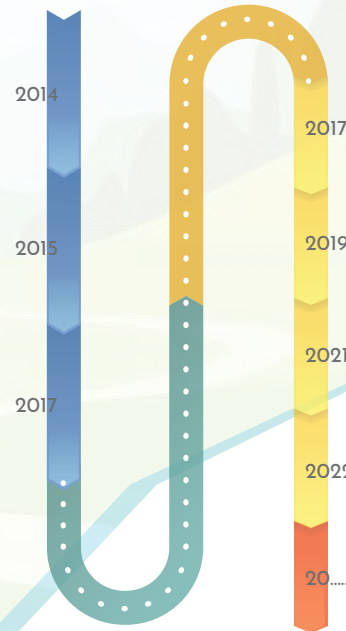
PRODUCT DESIGNER
Bangalore | December 2017 – June 2019

Microsoft Research

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

TESTYANTRA

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

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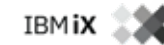
PRODUCT DESIGNER - UI/UX
Bangalore | April 2022 – Present

2014
2015
2017

2017
2019
2021
2022
20......

Soft Skills

Interests

and many more...

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Portfolio link

Linkedin link

Journey so far...

Microsoft Research

PRODUCT DESIGN CONSULTANT
Bangalore | August 2017 – December 2017

Right after my MDes, I had an amazing opportunity to work with Microsoft Research in Bangalore. They were developing a decentralized programming language that needed to be tested out on a product that experimented around the white cane used by the visually impaired. This was part of the EdgeML project.

Got into deep research with the team that focused on IOT 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 design related problems and as part of the project I did a lot of prototyping and 3d modelling along with 3d printing which was later used to scale up and for user studies. We later got to publish a research paper for the work and I am grateful for the opportunity to have worked with such an amazing team.

SELCO FOUNDATION

PRODUCT DESIGNER
Bangalore | December 2017 – June

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 rural Indian market with no access to electricity 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. 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.

Was able to pick up skills that included a lot of electrical design knowledge along with project management and a sense of the rural India with all my travels. Did a lot of mechanical prototyping and testing along with product development right from problem statement research to scale up for the mass market.

Microsoft Research

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

While working in Selco I was approached again by MSR. 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.

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 either from a product designer or a visual designer point of view, 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 the best in the industry and was able to rub up on some of their skills.

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, adapting to the new requirements and needs of the design industry. The initial phase was research and getting to know the domain and later those learnings were taken to wireframes both low fidelity and high fidelity. Also had to learn how the testers use selenium and get acquainted with a bit of coding. 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.

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 here.

IBM iX

One of my top picks in organizations to work for was IBM and when I was presented with an opportunity to work with the IBM-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 and how a project is tackled, 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 swiftly.

I get to interact and collaborate with cross platform teams on a scale that I had never been exposed to earlier. 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 tip toes. A new set of challenges ask for a new set of learnings. As mentioned, before I love to challenge myself and I truly believe "a smooth sea never made a great sailor". The 200+ team of designers work very closely with each other. I love taking those coffee breaks with my peers where we discuss different projects, the good and bad. Everyone learning from each other in synergy.

I have completed 2 years here and, in this time, I have worked with some big names in the industry both Domestic and Foreign– MacDonald's Retail, SBI, NS&I, Amerisourcebergen, IBM NorthStar etc. I also had the opportunity to conduct some amazing Design thinking sessions too for the non-design crowd. All these experiences have made me a better designer, ready to tackle the next set of challenges.

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