AISHA SHEIKH

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*Open to work in SF Bay Area & remote

- **12 years designing** products, services and brands.
- **Multi-faceted user experience designer** focused on craft & strategy in digital, visual, spatial, interaction.
- **Experience across sectors** including education, healthcare, tooling with AR/VR/AI.
- **3 years as a design and operational leader** fostering human-centered design practices.
- **5 years of design teaching**, public speaking and facilitation experience.

Recent Experience

FREELANCE PRODUCT DESIGNER • Aug 2011 - Present
SIMPLEXITY • SAN FRANCISCO / REMOTE
UX, Product design and service design. Previous clients: IDEO.org, KPMG, Google, EXO Foundation, and SOCAP Global in industries such as education, healthcare and tools.

- Currently focused on Conversational AI and health care application. Founding designer, spearheaded human-centered design practices, UX research, and product design solutions in corporations and startups.

PRODUCT UX ARCHITECT • Oct 2021 - Jun 2023
MANAGING DESIGN LEAD • Sep 2020 - Sep 2021
MAGNOPUS • SAN FRANCISCO / REMOTE
Los Angeles and London-based product and design studio of 250 professionals, specializing in XR (VR/AR), with high-profile clients including Disney, Pixar, and Sony Music.

- Led UX Architecture for TIME's 2022 Best innovation "Connected Spaces Platform," across surfaces.
- Spearheaded user experience workflow for 150 professionals across 10 departments from 0 to 1 with Beta releases of web and iOS platforms.
- Managed a diverse design department of 18, reporting to the CEO, led change management and running company wide Human-Centered Design workshops that enhanced design thinking capabilities.
- Directed end-to-end design process and team of 10 with global team of 125+ for award-winning Expo2020 Dubai Xplorer App, driving engagement of 100M digital attendees.

SR. PRODUCT DESIGNER • Oct 2019 - May 2020
MACH49 • SAN FRANCISCO, CA
Partnering with 'Global 1000' firms to foster innovation and build new ventures

- Led product design process for Global 1000 firms, from conception to MVP, training cross-functional teams about lean human-centered design practices, resulting $1.4M in seed funding, launching 3 startups.
- Delivered UX/UI prototypes within 12 weeks, conducted 278 customer interviews, transformed insights into 56 validated prototypes, and designed the MVP designs to address users' core pain points.

SR. DESIGNER & STRATEGIST • Mar 2016 - Jan 2018
STANFORD CHANGELABS • STANFORD, CA
A design and strategy unit within H-STAR Institute with a mission to empower leaders, public and private entities to achieve impact.

- Ran innovation and human-centered design trainings for a $34 Billion energy company with C-level and managing client relationships.
- Co-wrote a comprehensive 150-page guide, with tools for training.

DESIGN MANAGER • Sep 2014 - Aug 2015
ELEFINT DESIGNS • SAN FRANCISCO, CA
A boutique design studio of 10, fostering kindness through digital storytelling, apps and web.

- Managed a team of 6 diverse professionals, steering the design and development lifecycle. Delivered 5 websites, 3 motion graphic animations, 5 brand revamps, and UX/UI designs to client goals.

Teaching

Design Instructor
THE NUEVA SCHOOL • 2015-2017
San Mateo, CA, USA
Design Thinking, Graphic Design, Design for Social Good, Architecture, Entrepreneurship
250 students, 200 educators

Education & Certificates

Master of Architecture
MCGILL UNIVERSITY
Montreal, QC

Bachelor of Design
ONTARIO COLLEGE OF ART & DESIGN
Toronto, ON

Global Solutions, Emerging Technologies
SINGULARITY UNIVERSITY
Mountain View, CA

Certified Scrum Product Owner
SCRUM ALLIANCE
August 2022

Design Leadership Fundamentals I
DESIGN DEPT.
July 2021

Professional Activities

Awards

XR Award Web Excellence • Telly • NYX Lumieres • Lovie • COGX • Royal Architectural Institute of Canada • Applied Arts Magazine Registered Graphic Designers

Speaking
UAE Tech Podcast, Guest Speaker, 2023
RGD Canada, UX Design Webinar, 2023
Berkeley University Business School, 2022
Dell Podcast, Guest Speaker, 2022
Women in AI, Panel Speaker, 2022
Women in Innovation, Guest Speaker, 2022
Yale Business Today, Workshop, 2021
Singularity University Keynote, 2018

Fellowships
Sandbox Network
Women Impact Alliance
REALITY Design Fellowship

Skills

Experience Design
User interface design
Service blueprints, archetypes
Wireframes, user flows, information architecture
Figma, Sketch, Adobe CC, Miro, Unity, Unreal, Invision, Principal

Product Strategy & Leadership
Managing resources and deliverables
DesignOps: design systems, design culture building, design thinking
Hiring, career development
Confluence, Jira, Aha, Airtable, Github, Notion, Trello, Monday

Research
Quantitative Research: UserTesting, A/B testing, CSAT scores, analytics
Qualitative Research: Market research, heuristic evaluations, interviews, usability testing, prototyping
Google Analytics, Hotjar, Sprig

Languages
English, Swahili (Native)
French, Arabic (Basic)