Suhail Hussain

UX Designer

www.suhailhussain.com
suhail.hussain@me.com

Hello! I'm an experienced designer in the digital product space who has worked both agency and client side. I'm currently working at the Co-op as a UX designer but I consider myself a bit of a generalist. I have a bunch of skills skills that stretch across the design process like research and testing, data analytics, service design, and of course visual and interaction design. I'm very comfortable collaborating with engineering and leading design teams. I also love getting involved in product strategy discussions, helping teams make the right decisions to release, learn and iterate at speed.

Experience

◆ Co-op | UX Designer   *October 2020 - Present*

I am currently in the Food Customer Experience team. In an agile workstream – focusing on continuous improvement and growing the active customer base. During my time here I have:

- Worked with and led my workstream through the full design process, delivering strategic pieces such as the launch of promotions and Apple Pay. Leading on several other projects reaching outcomes like increasing signed-in users and improving onboarding onto our service.

- Facilitated sessions with a multi-disciplinary team. Including design reviews, show and tells, as well as collaborating with and presenting to a wider team of stakeholders. Actively helping bridge the gap between design, engineering, product and other disciplines.

- Supported optimisation and experimentation teams. Championing the use of UX to enable experimentation to be as effective as possible. Providing specialist knowledge and subject matter expertise to drive strategic, data driven improvements.

- Led the evolution of our team's pattern library, ensuring new and existing components meet accessibility requirements and fit into the larger Co-op experience library. This helped develop other designers.

- Mentored junior designers within the design team. Helping them develop confidence in both their design work and presentation skills.

◆ N Brown | UX Designer   *September 2019 - October 2020*

Part of a growing UX team that included 3 designers, 1 researcher, CRO, project managers, and developers. My responsibilities included:

- Redesign of the Simply Be website and app, involving collaboration between multiple teams across IT and Trading/ Marketing. General BAU work for 5+ brands with different customer base.

- Creation of the design language, NBUX. 250+ employees use this as guidelines for content creation.

- User testing designs, conducting interviews, facilitated research work and workshops. Weekly presentations with stakeholders and the business to explain design decisions and scope requirements.

Malvern Group | UX Designer   *February 2019 - August 2019*

Part of an agile team working on a greenfield whitelabel travel platform. Worked on new platform initiatives, presenting ideas and driving design decisions to key stakeholders from across the business.

- Worked with Business Analysts, QAs, Product Owners, FE/BE Developers, and Delivery Managers daily, actively taking part in tech demos, playbacks, and 3 amigos.
- Created bespoke solutions for Virgin Trains and National Express. Their differing customer base meant tailoring the experience to them within the confines of a whitelabel product. This also involved creating a design system for the brands.
- Led initiative to release a chatbot on the platform. I worked with researchers and content writers to create a decision tree and I also designed the visual style of the bot.

Shoot the Moon | Junior Digital Designer   *February 2018 - January 2019*

Engage Hub | Digital Designer   *June 2017 - January 2018*

University of Chester | Graphic Design (BA Hons)   *September 2014 - May 2017*

Co-leader of the Creative Mornings, organizing lecture and workshops for students led by established designers. I was also a student representative.

Everything else

During my time at the Co-op while in the midst of the pandemic I helped produce the 7 inclusive meeting guidelines. This is featured in the Co-op's Experience Library as well Scope's accessibility resources for businesses.

I also work on side projects for myself and for friends. Things like football illustrations that I print and sell on Etsy and album art (check out BillyBones on Spotify!).

In 2021 I set up the Experience Design Club – a discord server with over 100 aspiring designers from across the world. I really enjoy mentoring and setting this up has been incredibly rewarding.