



Yousuff Shaik Mohammed

Principal AI Design Architect & UX Owner, Robert Bosch (13+ Year)

Certified Usability Analyst (HFI Batch Number: 2023-8929)

Website : www.yousuffshaik.in

- Gender: Male
- Date of Birth: 05 June 1990
- Phone: +91 9980335132
- Email: swyousuff@gmail.com
- Location: UAE / India
- LinkedIn: linkedin.com/in/yousuffshaik

Summary

- **HFI Certified Usability Analyst** Currently Principal AI Design Architect & UX Owner at Robert Bosch, driving healthcare, energy and multi-market business.
- **13+ years** Strong technical foundation in user research, interaction design, visual design, rapid prototyping, and design systems.
- Shaped brands and products for Fortune 500 companies including **Bosch, ExxonMobil, Intel, Honeywell, and L&T**.
- Well-versed in driving **UX transformation, strategy, and maturity** across organisations.
- Recognised for leadership in team management, mentoring designers and design management practices.
- Possess global exposure and cultural adaptability, with onsite experience in the Gulf, USA, and Europe (**holds valid business visas for the USA and Europe**)

My Domain Expertise

I have expertise in applying user-centric design across diverse industries:

- **Healthcare** – Designed patient-focused digital platforms and AI-driven health solutions to enhance care experience in healthcare.
- **Oil & Gas** – Applied design thinking to streamline workflows, improve efficiency, and enable data-driven decisions to complex oil and gas business processes and enterprise applications.
- **Smart Building Solutions** – Crafted intuitive interfaces that enhance smart building automation, sustainability, and overall occupant experience.
- **Multi-Market (Home Comforts, Power Tools, Factory of the Future)** – Drove cross-domain design strategies to deliver scalable, adaptable, and future-ready user experiences.

My Skills & Core Competencies

UX Research

Interaction & Visual Design

Information Architecture

Wireframing

UX Maturity

Usability Testing

UX Leadership & Team Management

Design Thinking Facilitation

Service Design

UX Transformation and Maturity

Design Mentorship

Business Process Design

Work Experience (13 Years - 6 Months)



Robert Bosch (2 years 6 Months)

Principal AI Design Architect & UX Owner
Mar 2023 - Present (Full Time)



ExxonMobil (4 years 1 Month)

Business Solutions (Design Thinking) Advisor
Mar 2019 - March 2023 (2 Years)

User Experience Lead - Digital Engineering

Mar 2019 - March 2021 (2years 1 Month)



LNT Technology Services (2 years 7 Months)

Project Lead - UI/UX Design
Aug 2016 - Feb 2019



Intel

Project Lead - UI/UX Design
July 2017 - Jan 2018



Honeywell

Senior Software Engineer - UI/UX Design
Aug 2016 - May 2017



Colorisfy Design Studio (3 years 9 Months)

Software Engineer - UI/UX Design
Aug 2014 - July 2016 (Full Time)

Associate Engineer - UI/UX Design

Aug 2013 - July 2014 (1years)

Associate - UI/UX Design

Nov 2012 - Aug 2013 (10 months)



Colorisfy Design Studio (7 Months)

Internship - UI/UX Design
Dec 2011 - June 2012

Education



Certified Usability Analyst (CUA) – Human Factors International

Human Factors International (One among ~7,300 professionals certified globally)

July 2022



Visvesvaraya Technology University

Bachelor Of Computer Science Engineering (BE)

Feb 2008 - Jan 2012



Presidency University

Computer Science

Jan 2006 - Feb 2008

Licenses & Certifications



Practice Usability Testing

Human Factors International (HFI)

Issued Feb 2022



The Science and Art of Effective Web and Application Design

Human Factors International (HFI)

Issued Feb 2022



User Centered Analysis and Conceptual Design

Human Factors International (HFI)

Issued Feb 2022



User Experience Design

Human Factors International (HFI)

Issued Feb 2022



Usability Testing

IxDF - Interaction Design Foundations

Issued Nov 2017



User Experience Design From Scratch

IxDF - Interaction Design Foundation

Issued Oct 2017

Tools & Other Skills

- **Design & Prototyping:** Figma, Adobe XD, Sketch
- **Collaboration & Project Management:** Jira, Miro, Figjam, Mural, Notion
- **Analytics & Testing:** Google Analytics, tableau and PowerBI
- **Accessibility & UX Research:** A/B Testing, Surveys