



HUJIR SHOHADAI

LEAD PRODUCT DESIGNER

CONTACT

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PROFILE

15 years of experience as designer, crafting and delivering product solutions for startups and established businesses across websites, native apps, wearables, SaaS platforms, TV platforms, and connected devices (IoT) for B2C and B2B products. From pixel art and illustrations to human-centered solutions designed to make people's lives easier, I focus on efficient usability, accessibility and meaningful emotional impact.

SKILLS

Human-Centred Design / UX & UI Design / Lean UX / Design Thinking / Creative Thinking / User Research / Usability Testing / Interaction Design / Competitors Analysis / Heuristic analysis / Personas / Information Architecture / User Journey / Empathy Mapping / Wireframes / Low and High-Fidelity Prototyping / Accessibility & Inclusive Design / Service Design / Web Design / Illustrations / Workshop Facilitation / Leadership & Strategy / Communication / Presentation / Collaboration / Planning / People Management / Stakeholder Management / Mentoring & Career Growth / Problem Solving

TOOLS

Figma / Miro / Adobe CS / Confluence / Jira / Trello / Asana / Slack / Teams / AI tools



Global Design Lead

Aug 2023 - Present (UK)

Design leadership and strategy, guiding the evolution and growth of large-scale entertainment platforms for TV, mobile, connected devices and B2B editorial SaaS platforms, reaching millions of users across European, American, and Australian markets.

- Led the redesign and scaling of the company's B2B products and Editorial CMS platforms (SaaS), leveraging Service Design principles to create a more streamlined and user-centred experience for scheduling, publishing and monitoring editorial assets and marketing campaigns; leveraged UX principles and AI adoption to significantly reduced time-on-tasks; contributed to and leveraged Design System to build a more consistent and holistically improve user experience across the whole B2B product suite.
- Designed for core connectivity Dashboard features across TV, mobile, and Smart Home devices, significantly enhancing the company's B2C entertainment experience by delivering solutions to key strategic problems; drove design-led initiatives for undefined problem spaces, successfully communicated opportunities and solutions to stakeholders while aligning our products experience to the broader company vision.
- Drove end-to-end product design for multiple core features, leading projects from initial discovery and research to implementation and launch - delivering data-driven and elegant solutions that achieved measurable business outcomes and strong ROI.
- Fostered cross-functional collaboration and Agile methodologies by partnering closely with Product Owners and Engineering; facilitated workshops and utilised data-informed insights to align stakeholders and guide strategic business decisions.
- Executed comprehensive UX deliverables including competitor analysis, personas, user flows, wireframes, prototypes, and documentation; validated design hypothesis through usability testing and quantitative user data for lean product reiterations.
- Managed and mentored designers, providing strategic project guidance and leading professional development to build high-performing individuals as part of a team culture that empowers designers to think creatively and innovate fearlessly.

Senior UX Designer

Jun 2021 - Aug 2023

Core platform entertainment personalisation and connectivity features delivery for the Sky Glass TV, as part of the wider horizontal Platform team.

- Spearheaded the successful delivery and launch of complex B2C features, including the [Playlist experience](#) curation and personalisation feature, the setup and activation flow for the [Sky Live camera](#) device, and Video Calling experiences for TV.
- Led end-to-end product design from initial discovery and ideation through detailed specifications developer handoffs. Supported engineers during implementation via QA sessions to ensure design standards were met.
- Fostered robust cross-functional collaboration across the entire design-led process; facilitated numerous workshops, produced Mid and High-fidelity prototypes for testing, and effectively documenting and presenting solutions to high-level stakeholders.
- Championed accessibility standards across the TV experience by identifying the need for improving and standardising our Voice Guidance feature. Conducted accessibility audits and user testing to inform and align designers, developers, copy writers and Product Owners on best practices.

Senior Product designer

Aug 2020 - May 2021 (UK)

Health-tech startup with the mission of empowering patients to live better with epilepsy while enabling faster patient prognosis; allowing users to log seizures, triggers, and medications via the Epsy mobile app, providing doctors with real-time progress tracking through analytics views and reports.

- Led the end-to-end product design process for the US based mobile app (iOS/Android), wearables (Apple Watch), and the Doctors' web platform (SaaS); collaborated within a small, fast-paced cross-functional team of Designers, Product Owners, Engineers, and clinicians to deliver key features and quickly reiterate based on data.
- Had complete ownership of the full design cycle from discovery, research, strategy all the way to implementation and launch of several existing and new features.
- Significantly boosted app user's retention by completely redesigning existing [Onboarding flow](#): after just 6 months since launch, reported 24% increase in conversion from download to registration, 67% increase in logging data, 23% increase in users with notifications enabled at the end of the flow.
- Drove business growth strategies by optimising the design of the company website, improving conversions and reducing bouncing rates; designed creatives for promotional marketing campaigns and boost social media engagements.

EDUCATION



UNIVERSITY OF PERUGIA

Master in Communication in
International Relations (MA)
2010 - Italy

Bachelor in Communication and
Marketing (BA)
2006 - Italy

CERTIFICATIONS



GENERAL ASSEMBLY
User Experience Design
2018 - UK



INTERACTION DESIGN FOUNDATION
Membership since
2018 - UK

AWARDS



CES INNOVATION AWARD
Best in Innovation + Honouree
EPSY HEALTH 2021 - UK



GOOGLE MATERIAL DESIGN
Material Motion Award Winner
EPSY HEALTH 2020 - UK

RECCOMENDATIONS



Andy Bell
Global Design Lead @Sky/Comcast

“Working with Hujir on the TV
Products and Global Platform
teams at Sky/Comcast has been an
absolute highlight of my time there
[...Read more](#)”



Morgana Tatton
UX/UI Designer

“I am lucky to have Hujir as my
manager & UX Lead working on
features with Sky's partners
including Comcast and Foxtel
[...Read more](#)”



Luke Addington
Head of Software @Synthetix

“Hujir has deep knowledge and
great abilities in the modern
business and customer needs
[...Read more](#)”



SYNTHETIX

● Lead Product designer

Mar 2017 - Jul 2020 (UK)

Customer experience optimisation strategy for the company B2B and B2C product suite, from scalable knowledge base integration for multi-channel SaaS contact centres platform, to deployment of [Intelligent conversational bots](#), Live chat interfaces, and FAQ self-service tools for a portfolio of high-profile, enterprise clients (e.g., Boots, Virgin Holidays, Toyota, Esure, UK Visas and Immigration, and more).

- Drove and executed end-to-end redesign of a complex, multi-channel SaaS communication platform for clients' contact centres agents, specifically integrating AI-driven solutions and designing embedded analytics features.
- Run cycles of continuous UX and UI improvement and iteration, leveraging quantitative and qualitative data (e.g., usage metrics, A/B test results, NPS scores) to optimise user flows and information architecture, resulting in a 40% reduction in time-on-task for contact centre agents and a 26% increase in average features adoption.
- Spearheaded and directed the complete overhaul of the corporate brand identity and [B2B Website](#), collaborated cross-functionally with Product, Marketing and Sales teams to ensure brand alignment and conversion optimisation. This strategic initiative contributed to a measurable 45% increase in qualified business leads and a significant boost in year-over-year company revenue within a highly competitive enterprise technology market.

● Senior UX/UI Designer

Nov 2014 - Mar 2017

UX and UI design for the development of new and improved high-impact product experiences for the company user-facing online CX product suite.

- Redesigned and delivered the B2C product suite of tools, including the design and deployment of user-centred Live chat interfaces, and FAQ self-service tools for a portfolio of high-profile, enterprise clients.
- Applied core UX principles and human-centred design methodologies to solve complex customer service challenges, achieving an average 30% improvement in customer satisfaction (CSAT), and in some cases a reduction in inbound support volume by 62% across key client implementations.

● UX/UI Designer

Nov 2013 - Nov 2014

UX and UI design, development and delivery of B2C and B2B product features.

- Executed core UX deliverables (including competitor analysis, user flows, wireframes, and high-fidelity prototypes) to directly support Product and Engineering teams, accelerating feature improvements across the entire product family.
- Supported Sales and Marketing initiatives by developing and delivering critical digital and graphic branding assets, directly boosting lead generation and business growth.



INSPIRING

● Founder - Web & Graphic Designer

Jan 2012 - Mar 2020 (UK)

Freelance designer and developer of websites, apps and corporate identities and branding for startups and small businesses based in the UK and abroad.



EUROCITY

● Web & Graphic Designer

Apr 2010 - Oct 2010 (Italy)

Design of digital and graphic creatives to support the marketing campaigns of a well-known Italian retail chain business.



UNIVERSITY OF PERUGIA

● Digital Marketing Intern

Sep 2009 - Feb 2010 (Italy)

Digital marketing, social media and communication support for the University's website.