

# Tamim Swaid ✕ Designer

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Hello reader :)

- 10 years: Designing interfaces from desktop to mobile to voice.
- Outlook: My 3-year-old daughter uses Siri. I believe in the future of voice.
- Principles:
  1. Designing is caring.
  2. Communication is key.
  3. Observation is improvement.

Tools

- Interface Design: Sketch, Illustrator, Photoshop
- Prototyping: Flinto, Axure RP, Framer
- Code: HTML & CSS, Objective-C, Javascript
- Product Management: Confluence, Jira, Slack, GitHub
- Misc: Spreadsheets, Google Analytics, Keynote, iMovie, Screenflow, MS Office

## Work

Since 01/2016

Product Designer & Product Manager – AppTek, Santa Clara, Calif.

- Creating DIVA a voice-operated shopping assistant. Launched after 8 months.
- Using storytelling to communicate the product vision to all stakeholders.
- Managing a remote team of 6+ engineers, computer scientists and QA people.
- Designing the app UI while relying heavily on interactive prototyping.
- Defining flows, behavior and appearance in the app for different scenarios.
- Analyzing user behavior to understand how users interact with DIVA.
- Improving initial ASR speed from 2.5 seconds to under 0.8 seconds.
- Implementing online revision portal for constant ASR and NLU refinement.

Since 05/2015

Executive Producer – iOS Matching Game “Flipkiss” (not launched yet)

- Invented a matching game with a unique story and super cute characters.
- Built a remote team (iOS developer, illustrator, sound and music composer).

05/2010 – 12/2015

Senior UX Designer – nexum AG (Interactive Agency) Cologne, Germany

- Consulted clients from the energy, retail, e-commerce and telecommunication sector on subjects like strategy and digital solutions.
- Worked in a wide variety of work settings from leading small teams to being active in larger teams of designers and developers.
- Analyzed customer needs, prioritized requirements and communicated concepts by applying user-centered design methods.
- Interviewed users, created prototypes and conducted usability tests.
- Acted as the company-wide expert for mobile technology for 5 years.
- Editor in chief for one of Germany’s first UX Blogs for 5 years.

02/2007 – 04/2010

Designer & Founder – Online Flashcard Tool – CoboCards, Aachen, Germany

- CoboCards attracted 150k+ users who created 15 million flashcards.
- Users applauded the web app and mobile clients’ seamless designs.
- Positively reviewed by prominent national and international media.
- Worked closely with developers while actively contributing to the code base.
- Conducted usability tests to observe user behavior.
- Produced animated short films for product marketing and tutorials.
- Presented CoboCards at more than 20 national and international events.

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## Education

- 10/2002 – 02/2007 Diploma in Design, University of Applied Sciences Aachen, Germany
- Final grade: “Excellent” (Interaction Design).
  - Courses: Graphic Design, Motion Design, Typography and Marketing.

## Awards & Nominations

- 09/2017 2nd place at AT&T IoT Hackathon in San Francisco
- Inspired an ad hoc team with a simple idea [ziz] to design and prototype a smart IoT device that allows to secure unattended things.
- 05/2009 – 04/2010 EXIST program of Federal Ministry of Economics and Technology, Germany
- Awarded by the EXIST program with an excellent final review for CoboCards.
- 09/2009 Start2grow, Economic Development Agency, Germany
- Earned 1<sup>st</sup> place in Germany’s highest-endowed founders’ contest (25k EUR).

## Conferences, Workshops, Publications

- 06/2010 – 09/2015 uxzentrisch.de – User Experience Blog
- Editor-in-chief of uxzentrisch.de – A German blog about UX Design.
- Since 02/2007 UX Intensive by Adaptive Path, UX Camp Europe, DesignCamp, DroidCon UXCGN
- Visitor, contributor, and co-organizer of several national and international subject driven reunions, BarCamps, exhibitions and conferences about UX, mobile, design strategy and user research.

## Activities & Interests

- Public Speaking, President in Toastmasters Club - Startup-Speakers.
- Calisthenics (Bodyweight based fitness).

## Languages

- German: Native
- Arabic: Native
- English: Fluent
- French: Intermediate