Sundus Umaid

sundusumaid@gmail.com
+31 (0) 618 950 888
sundusumaid.com
in/sundusumaid

ABOUT

I thrive in complex problem spaces, turning ambiguity into simple, intuitive solutions grounded in a deep understanding of users. I enjoy connecting user needs, business goals, and technology to create experiences that are both meaningful and impactful. Currently, I'm designing and improving experiences for FinTech products and platforms at Booking.com, helping make complex financial journeys simpler, more seamless, and more human.

EXPERIENCE

User Experience Designer // Booking.com
December 2021 – Present

I craft end-to-end experiences for complex financial products across Booking.com's FinTech ecosystem, spanning traveler and partner payments, mobile financial experiences, and internal operational tools.

Senior UX Designer // Monks
May 2018 - November 2021

At Media.Monks, I drove UX design across digital products, B2B platforms, interactive experiences, and large scale design systems, guiding projects from discovery and strategy through delivery for leading global clients.

Senior UX Designer // Guru Digital Media
November 2017 - April 2018

Guru Digital Media is a New Zealand based digital agency, where I focused on improving and optimizing user experiences across B2B platforms and internal intranets. I worked closely with clients and cross functional teams to understand complex business needs, simplify workflows, and create intuitive, efficient digital experiences.

Senior UX Designer // SeamlessCMS (Now Granicus)
March 2017 - August 2017

SeamlessCMS is a fast growing government CMS platform in Australia. I worked across its core CMS products, improving usability and creating a consistent design language in collaboration with the product team. I also developed CMS themes and digital experiences for high profile organizations, including the Judicial Council of California and the City of Grand Rapids.

UX Designer // Exit Bee
August 2016 – December 2016

Exit Bee is a conversion rate optimization platform focused on exit intent technology. I worked on improving the overall product experience, simplifying key workflows, and creating flexible, engaging templates for exit intent popups to help businesses improve conversions.

UI/UX Designer and Developer // Vulcun
April 2015 – July 2016

Vulcun was a Silicon Valley based fantasy esports startup, now part of TwitchAlerts. I worked across UI/UX design and front end development for its esports platform, creating intuitive interfaces and engaging user experiences. I also contributed to the design and exploration of several game concepts, from early ideas through to polished interfaces.

Web Designer and Developer // NB Communication
June 2012 – September 2015

NB Communication is a Scotland based digital agency. I designed and developed responsive, fully functional websites and created style guides to support consistent development across projects. I contributed to a range of Scottish digital projects, including Lerwick Port Authority, Shetland.org, Orkney.org etc.

Graphic Designer // Ogilvy & Mather
April 2014 – October 2014

Worked on digital campaigns and interactive experiences for leading global brands, combining visual design with user focused interaction.

Heineken — Open Your City: Designed the visual experience and user flows for a mobile app that helped users discover nearby bars, explore offers, and book taxis in Dubai.

Jack Daniel's — Honey to the Bee: Designed an interactive iPad game to promote Tennessee Honey, defining the visual direction, game flow, and interactions to create an engaging brand experience.

Web Designer and Developer // GoBabu.com
August 2011 – July 2012

GoBabu was an online deals marketplace. Redesigned and optimized the e commerce experience, focusing on usability, visual clarity, and conversion.

Web Designer and Developer // The Brand Crew
September 2011 – February 2012

Contributed to the digital revamp of Shan Foods, redesigning its web experience and creating a stronger, more engaging online presence for the brand.

Web Designer and Developer // Creative Chaos
October 2008 – August 2011

Worked across end to end design and development for leading banks, NGOs, and digital platforms. Contributed to the UI design and front end development of Coke Studio Season 4, collaborating with a cross functional team.

Graphic Designer // Roughstitch
August 2007 – September 2008

Created a range of visual and digital work for the UK fashion retailer, including website designs, branding, animations, and promotional materials.

Assistant IT Officer // Kings Chemicals
September 2006 – July 2007

Supported bulk product procurement by researching products online, comparing suppliers and pricing, and assisting with purchasing decisions.

Web Design Instructor // HMCA
October 2005 – August 2006

Started my design career at HMCA after completing a web design course. Soon joined as an instructor, developing and teaching a comprehensive curriculum covering Photoshop, Flash, FreeHand, HTML, CSS, FrontPage, and Dreamweaver.

CORE EXPERTISE

- **Discovery & Research:** UX audits, desk research, user interviews, data analytics, research synthesis, personas, empathy & journey mapping
- **Strategy:** Information architecture, card sorting, feature prioritization, product roadmapping
- **Product Design:** Wireframing, interaction design, rapid prototyping, design systems
- **Testing & Validation:** Usability testing, A/B testing
- **Implementation & Handoff:** Design specs, developer handoff, post launch QA

TOOLS

- **Design & Prototyping:** Figma, Miro
- **AI & Development:** Claude Code, HTML, CSS
- **Productivity & Documentation:** Google Workspace (Docs, Sheets, Slides)

STRENGTHS

- **Analytical:** Breaks down complex problems using research and data to uncover core root causes.
- **Visionary:** Generates creative ideas and strategic solutions quickly through strong design intuition.
- **Pragmatic:** Turns abstract ideas into tangible wireframes and prototypes, partnering with cross-functional teams to bring them to life.