



# Sheikh Ahmed

Head of Product Design at Lavanda, London

## Summary

Has over 25 years experience of designing for the screen. Creating eye-catching interfaces that provide a functional user experience. Clients include the Arts Council England, Bank of America, Tesco Mobile, O2 Telefonica, BBC Radio 1, British Telecom, BMW, Corbis and Warp Records

## Contact

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## Skills

Design Leadership  
UX & UI  
Figma  
UX Pilot  
HTML, CSS and Accessibility

## Volunteering

### Web Developer - Trussell Trust

Aug 2023 to Present - Tottenham, London

Helping the local branch of the food bank charity develop a new website using Drupal.

## Interests

Self-confessed music nerd, I own an unhealthy number of physical records. I also create monthly podcasts for my long-running radio station as well as run a music reviews website. Equally obsessed about the cinema with weekly or even twice-weekly trips. I manage to accommodate all this by avoiding television!

## Work Experience

### Head of Product Design - Lavanda

Jan 2025 to Present - Borough, London

Award-winning property management platform for short term stays and student accommodation. Leading with innovations in the sphere of A.I.

- Implemented new processes using A.I. to speed up delivery of design.
- Radical overhaul of the interface to address issues around accessibility.

### Lead Product Designer - Exclaimer

Mar 2022 to Dec 2024 - Farnborough, Hampshire

SaaS-based email signature management platform for Microsoft 365 & Google Workspace. Leader in their field with over 50,000 customers worldwide of all sizes, across all industries.

- Redesign of the onboarding journey for new customers.
- Designed an innovative new product on sentiment analysis using A.I.
- Led the update to the UI of the core product in-line with a recent company rebrand.

### Senior UX Designer - Mimecast

Jul 2021 to Feb 2022 - Moorgate, London

Cloud-based email security and management platform for Microsoft 365. Helping 40,000+ organisations with 17 million users protect and manage their email.

- Led the redesign of our help articles and support websites to reduce inbound support requests.
- Oversaw the large-scale migration of the public-facing website from Wordpress to Sitecore.