

SELIM O. AZIZ

Product Designer & UX Strategist

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PROFESSIONAL SUMMARY

Product designer and UX strategist with 10+ years of experience spanning visual communication, UX/UI, and digital product experiences. Combines strong design craft with business and systems-oriented thinking to create scalable, user-centered solutions. Currently executing a coordinated career pivot to formally center product design and UX strategy as the core focus, with a long-term goal of creative, product, and strategic leadership.

PROFESSIONAL EXPERTISE

Professional Skills	UX Design, UI Design, Interaction Design, Service Design, Human-Centered Design, Design Systems, Strategic Design, User Research, Usability Testing, Journey Mapping, Persona Development, Cross-Functional Collaboration, Strategic Thinking, Project Management, Marketing Strategy, Risk Management
Technical Skills	Figma, Webflow, Blender, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Procreate, SketchUp, Miro
AI & Emerging Technology Skills	Generative AI for UX & Product Design, Agentic AI Workflows & Automation, Prompt Engineering & Optimization, AI-Assisted Prototyping & Design Iteration, AI Tool Evaluation & Integration, Ethical AI Design Principles

PROFESSIONAL EXPERIENCE

Adjunct Instructor, *University of Cincinnati, College of DAAP*

May 2023 – Present

Selected to teach within DAAP's School of Design, contributing to the academic excellence of the nation's top-ranked public design program through hands-on instruction in 3D design and digital making.

- **Institutional Excellence & Student Development:** Delivered high-quality instruction in 3D computer graphics using Blender, equipping students with foundational technical and creative skills aligned with DAAP's rigorous design standards.
- **Curriculum Development & Mentorship:** Designed coursework and guided students through iterative design processes, reinforcing problem-solving, visual communication, and creative exploration in 3D environments.

Visual Communication Designer, HDR.Inc | Dallas, Texas

May 2018 – Nov. 2019

Recruited to support large-scale transportation and infrastructure projects at a global design and engineering firm, producing high-impact visual communication and conceptual assets used in client pursuits, stakeholder engagement, and project delivery.

- **Client Acquisition & Revenue Impact:** Played a direct role in securing major public-sector contracts by developing compelling 2D and 3D visualizations for proposals and pursuits, contributing to multi-million-dollar projects with clients such as DART, TxDOT, ODOT, and NDOT.
- **Project Communication & Clarity:** Translated complex architectural and transportation systems into clear, engaging visual narratives that supported decision-making for clients, public agencies, and community stakeholders.
- **Market Presence & Competitive Positioning:** Strengthened HDR's market presence by elevating proposal quality and reinforcing the firm's reputation within the transportation and infrastructure sector.

Visual Communication Designer, Solera Holdings | Westlake, Texas

Jan. 2016 – Nov. 2017

Joined a technology-focused organization to support brand growth and visual strategy through collaborative concept development and design execution.

- **Brand Strength & Visual Identity:** Helped shape and maintain a cohesive brand presence across digital, marketing, and internal platforms, strengthening overall company messaging and recognition.
- **Cross-Functional Collaboration & Strategic Design:** Worked closely with multidisciplinary creative teams to translate business objectives into clear visual concepts aligned with brand strategy.

EDUCATION

Master of Business Administration, University of Cincinnati, LCB

Aug. 2025

Master of Design, University of Cincinnati, DAAP

Aug. 2022

FZD School of Design, Singapore, Singapore

Jan. 2014

Bachelor of Urban Planning, University of Cincinnati, DAAP

Aug. 2011

CERTIFICATIONS

Google UX Design Professional Certificate, Google

May 2025

AWARDS

MDes GSA President, University of Cincinnati, LCB

Aug. 2021

Erwin S. & Rose F. Wolfson Fellowship, University of Cincinnati, DAAP

Aug. 2020

RIOT Games Artist Feature, Kotaku Gaming Magazine

Dec. 2014

ECO-EDGE Honorable Mention, ULI Hines Competition

Apr. 2012

Liberation War Museum Competition Honorable Mention, Dhaka, Bangladesh

Dec. 2012