JUNAID S.A.A.

Contact: +91-9686401727 | E-mail: AsadJunaid@gmail.com

DESIGN PROFESSIONAL Organisations associated with: Q-GLUE, Adobe, Oracle, ABB, IBM, Intel, etc.

Total Industry Experience: 15+ Years

▶ A 'Designing Your Life' Certified Coach (for 1-on-1 coaching) and a Certified Facilitator (for workshops) – certified by the 'Designing Your Life' institute (founded by **Bill Burnett and Dave Evans** of **Stanford University**) – to use the principles of **Design Thinking** for enabling individuals to **design their lives.**

▶ Result-focused **Design Professional** with **15 years + of industry experience** in **Design** working in organizations like Adobe, Oracle, ABB, IBM, Satyam, Intel (among others).

▶ **Demonstrated thought leadership**, taught and spoke several Design and Creativity topics across prestigious institutes and conferences including **IIM Indore, IIT Bombay, Srishti-Manipal Institute, INTERACT, India HCI, etc.**

▶ Range of topics spoken on and taught – **Designing Your Life, Design Thinking, The Science Behind UX Design, Quantifying Creativity for Modern Workplaces, Structuring Creativity, Choice Architecture in Interaction Design.**

▶ **Author** of the books '**Creating Your Life in 101 Steps**' (self-help) and '**And We Remained**' (Fiction).

Core Skills & Expertise: Life Design, Design Thinking, UX Design; Proposing, Planning and Running Design projects; Conversational Design, Teaching Design; Usability Analysis and Testing; User Research; Requirements Gathering; Prototyping

Portfolio
(https://www.asadalijunaid.com/) | **Articles**
(https://medium.com/@asadjunaid_72882)

Professional Experience

Principal Consultant – 'Designing your Life' Practice → Q-GLUE Innovation Pvt Ltd. | Apr 2022 - Current

▶ A 'Designing Your Life (DYL)' Certified Coach and a Certified Facilitator
▶ Making a direct impact on the lives of people through DYL by enabling them to design their lives through one-on-one coaching and workshops.
▶ Regularly conduct Design Thinking workshops

Highlights
✓ Clients serviced include – Aditya Birla Group, TCS, Tata Communications, RMSI, Tavant Technologies, Dell, Newgen, Electronica Finance, Brookfield (among others).

User Experience Designer → Adobe Inc., Bangalore | July 2018 to March 2022

▶ Helped design Adobe Captivate – Adobe's content authoring tool. Working in a hands-on role producing organized and thoughtful designs that reflect the complexity of the content authoring tool.
▶ Designed the UI and workflows based on Adobe's Design System - Spectrum.
▶ Co-ordinated with development efforts and deadlines to deliver usable and delightful design solutions.

Highlights
✓ Applied creative problem solving and strategic thinking to complex design problems.
✓ Translated end user needs and stakeholder vision to designs demonstrating within and between page flow and functionality

Sr. User Experience Designer → Oracle India Pvt. Ltd., Bangalore | June 2013 to July 2018

▶ Worked on Oracle's Public Sector Cloud (PSC) and E-Business Suite (EBS) of Application Technology products.
▶ Associated as the primary (and only) UX resource on Oracle's EBS which has 250+ products with thousands of customers.
 ↪ Evaluated and provided design recommendations to improve the flow and look & feel of EBS applications.
▶ Designed Retail Analytics products with Data Science driving the backend for the Science team of Oracle's Retail division.
▶ Provided expertise and collaborated with internal teams to train team members and clients on UI/UX best practices and procedures to deliver the highest quality UI/UX to all digital assignments.
▶ Anticipated and worked on internal business unit and client needs, through thought leadership, issue resolution, and solution innovation approach.

Highlights
✓ Delivered detailed prototypes demonstrating flow and functionality for applications – Advanced Clustering, Price Modelling and Optimization, Attribute Extraction tool and Space Optimization.
✓ Leveraged sketches, sitemaps, user–flow diagrams, mental models, user research, website analytics, and other means to create and improve the interactive experience to ensure that the user is always the fulcrum of every engagement.

Past Experience

User Experience Lead → Endeavour Tech., Bangalore | December 2012 to May 2013

Usability & HCI Researcher, R&D Project Manager→ABB Corporate Research Ltd., Bangalore | January 2011 to November 2012

User Experience Lead→ IBM Global Services, Bangalore, India | July 2009 to December 2010

User Experience Designer → Idea Integration, Houston, TX | April 2008 to May 2009

Sr. Interaction Analyst → Satyam Computer Services Ltd., Parsippany, NJ & Hyderabad, India | December 2006 to April 2008

Human Factors Engineer → Intel Corporation, Bangalore, India | March 2006 to November 2006

Human Factors Specialist → Human Factors International, Bangalore, India | July 2005 to March 2006

Education

Master of Science Degree in Psychology, Major: Human Factors & Industrial/Organizational Psychology **(2005)**
Advisor: Dr John M. Flach Wright State University, Dayton, OH CGPA: 3.57/4.0

Master of Science Degree in Electrical Engineering, Major: VLSI/ ASIC Design **(2003)**
Wright State University, Dayton, OH CGPA: 3.32/4.0

Bachelor's Degree in Electrical and Electronics Engineering (2000)
UVCE, Bangalore University, Bangalore, India

Courses and Certifications:
- ✓ 'Designing Your Life' Certified Coach
- ✓ 'Designing Your Life (DYL)' and 'Designing Your Work Life (DYWL)' Certified Facilitator