

# JUNAID S.A.A.

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



**DESIGN PROFESSIONAL** Organisations associated with: 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 Lucknow, IIT Delhi, IIM Indore, 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, etc.**
- ▶ **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/)

[\(https://www.asadalijunaid.com/\)](https://www.asadalijunaid.com/)

## [Articles](https://medium.com/@asadjunaid_72882)

[\(https://medium.com/@asadjunaid\\_72882\)](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 conducts Design Thinking workshops and coaches individuals & project teams on their Design Thinking projects.

#### Highlights

- ✓ Clients serviced include – IIM Lucknow, IIT Delhi, Aditya Birla Group, TCS, Tata Communications, RMSI, Tavant Technologies, Dell, Newgen, Electronica Finance, Brookfield (among others).
- ✓ [Client feedback from workshops and one-on-one coaching](#) at this link.

### 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

**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