

# A.A. JUNAID

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**USER EXPERIENCE PROFESSIONAL** Organisations associated with: Adobe, Oracle, ABB, IBM, Intel, etc.

Total Experience: 15+ Years – *Creating Digital Experiences across platforms and user profiles*

- ▶ Result-focused expert with experience in **proposing, planning, and running UX projects** across multiple organizations and clients.
- ▶ **Leading project teams** to deliver strategic, innovative end-to-end user experiences that optimize user needs, business goals, and technological realities across desktop, web, and mobile platforms.
- ▶ **Demonstrated thought leadership**, taught several Design and Creativity topics across prestigious institutes and conferences including **IIM Indore, IIT Bombay, INTERACT, India HCI, etc.**
- ▶ Range of topics spoken on and taught include - **The Science Behind User Experience Design, Quantifying Creativity for Modern Workplaces, Introduction to Design & Design Thinking, Structuring Creativity, Choice architecture in Interaction Design**

**Core Skills & Expertise: User Experience Design, Teaching Design, Usability Analysis and Testing, Human Factors, User Research, Requirements Gathering, Low & High Fidelity Prototyping (Adobe XD, Axure RP Pro), Creativity**

[Portfolio](#)

[Technical Articles](#)

## Professional Experience

### User Experience Designer 3 → Adobe Inc., Bangalore | July 2018 to Present

- ▶ Helping 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.
- ▶ Designing UI features, patterns, and workflows utilizing a user-centred approach.
- ▶ Co-ordinating with development efforts and deadlines to deliver usable and delightful design solutions.

#### Significant 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.

#### Significant 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.

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

- ▶ Worked on user interface design and redesign for mobile & web applications. Enforced the use of generally accepted mobile UX design standards and effective design processes.
- ▶ Analysed UI of existing products and proposed redesign recommendations, shared interactive artifacts and explained concepts to product managers and developers.
- ▶ Worked alongside technical representatives and stakeholders to understand project goals and user needs.
  - ↳ Gained understanding of mobile app development and differences in UI of desktop, web and mobile.

#### Significant Highlights

- ✓ Contributed to every aspect of the product creation process, from brainstorming the next great innovation before launch.
- ✓ Led project teams on mobile and web UX efforts, contributed to design artifacts as needed.

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

- ▶ Contributed as a lead and a resource on usability projects, prepared scope and conducted UX research using deep and broad research toolkit to craft multi-method approaches to inform solutions.
- ▶ Communicated research insights and created a shared understanding of user needs across the team to drive user-centered strategy and decision-making.
- ▶ Provided strategic guidance to the intern's work on Microsoft's Table based multi-touch interaction device – Surface.
- ▶ Solved problems not just for immediate project needs but forward-looking to bring innovation to HCI products.

### Significant Highlights

- ✓ Determined the need and proposed projects in the HCI domain for the Usability & HCI research group as a part of Industrial Software Systems unit at ABB's Corporate division.
- ✓ Conducted detailed analysis of UI of existing products and proposed redesign recommendations; furthermore planned and conducted Usability Tests.

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

- ▶ Part of solutioning and delivery of projects and led project teams on UX efforts.
  - ↳ Worked closely with product managers, designers, researchers, and customers to understand user needs and business goals, and translate user research and usability study findings into new features and product design improvements.
- ▶ Worked on user interface design and redesign for products & web applications, social media strategy and implementation, web metrics analysis and interpretation.
- ▶ Translated client business requirements, user needs, and technical requirements into prototypes that articulate content hierarchy, ease of use, and basic functionality.
- ▶ Deeply analysed end user research in the form of surveys, interviews, and usability testing to ensure that each experience meets the needs of every visitor.

### Significant Highlights

- ✓ Ideated and built static wireframes and clickable prototypes (as was needed) to demonstrate basic look & feel and flow of information using tools like Axure RP Pro and MS Visio.
- ✓ Efficiently led User Experience efforts on assignments both as individual/sole contributor and also with support from UX team members.

## Past Experience

### 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:** Introduction to Quantitative Research methods from IIT Bombay; Presenting Data and Information from Edward Tufte, Houston; Certified Usability Analyst (CUA) from Human Factors International