Syed Adnan Ahmer
UX Researcher & Designer

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EXPERIENCE

Design Researcher
Wizen Applications (open-academic-graph.ai)
December 2018- May2019

Led the User Experience research studies to combine multiple platforms across an omnichannel experience

Conducted Primary Research including targeted Ethnographic Studies, User Surveys, Card Sorting, User Inter-views, and Comparative Testing

Curated UI framework with Behavioral and Accessibility documentation in the development of the product to keep design inclusive

User Experience Researcher
University Website ReDesign
August 2018 - December 2018

Conducted User Research of design trends to improve the overall design through Persona Workshops, Empathy & Journey Mapping, Competitor Benchmarking, Wireframing, and User feedback

Minimized user errors and improved task completion through Task analysis, Rapid Iterative Testing, Prototype testing, and Usability Studies

Improved System Usability Scale (SUS) score of the website to 91 which is over the industry benchmark of 67.6

Experience Designer/ Researcher
Data Stethoscope (ArtSci Lab)
May 2018 - August 2018

Designed generative and evaluative usability research for next-generation data visualization products focusing on users' cognitive skills, behaviors, abilities, auditory/visual attention, and perception analysis

Collaborated with scientists, developers, sound engineers, and graphic designers to build multi-modal experiences

Conducted benchmarking on industry trends and effective design solutions to improve user experiences

Research Analyst
Intelligent Personal Assistant (Perception Lab)
January 2018 - May 2018

Designed a longitudinal user study investigating speech in multilingual subjects to understand language Perception and Analysis. Created User Surveys, Journey Maps, Workflows, Voice Prototypes, and Linguistic neural-net Models.

User Experience Designer
Health Advice (H-AI Chatbot)
August 2017 - December 2017

Conducted Primary Research for the design of the comprehensive human-automation system in the Health Care sector. Added Text commands with Emoji Ideograms in the Prototype for resetting the conversation in the design

EDUCATION

UT Dallas / MS Applied Cognition (HCI)
August 2017 - May 2019

Initiated & contributed to several experimental projects involving sonification, web usability, sound-based interaction, natural user interfaces, virtual cognitive intelligence, modeling & simulation.

SIT Pune/ B.Tech. Information Technology
June 2012 - May 2016

Designed a computer vision software of facial recognition system using machine learning. Developed software controlled network on campus using SDN and open protocols.

SKILLS

Research: Usability Testing • Heuristic Evaluation • Contextual Inquiry • Cognitive Walkthrough • User research • Statistical Analysis using R and SPSS • Surveys & Interviews • A/B Testing • Remote Testing • Ethnographic Field study • Card Sorting

Design: Interaction flow map • Personas & Scenario • Wireframes & mockups with Balsamiq & Illustrator • User-centered design • Information Architecture • Strategy & vision presentations • Style guides & pattern library

Prototyping: Rapid prototyping using Photoshop & InVision or Adobe XD • Modular Flow with HTML/CSS/JS/Node • Frameworks (Angular, Vue, Bootstrap) & APIs • Graphical Sketches with processing

Collabration: Organizing Workshops • Empathy Exercise • Detail Oriented • Creative & Innovative • Communication • Multi-disciplinary