Syed Adnan Ahmer
User Experience Researcher

https://adnanahmer.com
syed.adnanahmer@gmail.com
https://linkedin.com/in/syed-adnan-ahmer
(682)-556-0943

EXPERIENCE

Associate User Researcher
Core Data (Google)
September 2019 - Present

Worked directly with engineering and product management teams to improve Google's internal tools, designed and executed research to validate assumptions, discovered breakdowns in the user experience, and gave actionable recommendations that have led to measurable increases in user success and satisfaction

Planned and executed research activities included designing research proposals, running large scale user surveys, analyzing qualitative & quantitative studies, unmoderated card sorts observations, conducting remote moderated usability tests, and writing ux reports for engineering or product teams

Data analysis activities included sequence modals, significance testing, creating critical user journey, manually coding qualitative data, metric analysis, satisfaction analysis, and task success evaluation

Experience Researcher
Data Stethoscope (ArtSci Lab)
May 2018 - August 2019

Conducted explorative studies and evaluative usability tests for next-gen data visualization tools focusing on users hearing skills, cognitive skills, behaviors, musical abilities, auditory attention span, and visual perception analysis

Collaborated with scientists, sound engineers, and graphic designers to build a multi-modal data listening system

Designed research studies to identify industry trends and effective design solutions to improve user success

User Experiece Lead
Open Academic Graph AI (Wizen Inc)
November 2018- May 2019

Led user research along with engineers to combine knowledge tracking platforms into an omnichannel sys-tem

Planned and executed research activities including user surveys, card sorting, Interviews, and data analysis

Curated UI framework with behavioral and accessibility guidelines during development for products beta launch

User Experience Researcher
University Website ReDesign
August 2018 - December 2018

Conducted user research to improve the usability of the website through persona Workshops, empathy & journey Maps, competitive benchmarking, low fidelity prototypes, and contextual inquiry

Improved user success rate in global navigation bar through unmoderated tree tests, and Rapid Iterative Testing

Improved website's System Usability Scale (SUS) score to 86 from previous score of 73

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