

Syed Adnan Ahmer

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User Experience Research & Design

My passion for behavioral sciences and emerging technologies helps me combine multiple-disciplines to create innovative designs focusing on usability and accessibility. I bring an engineering perspective with design-thinking to create meaningful user-centered experiences. With a background in computer science, psychology, and master's degree in HCI and Applied Cognition, I am competent in all aspects of the design process.

Interaction Design | Information Architecture | Usability Testing | User Experience Design | User-centered Design | Persona & Scenario | Heuristic Evaluation | Contextual Inquiry | Cognitive Walkthrough | Interaction Flow Map | Rapid Prototyping | A/B Testing & Experiment | Sketching / Wireframing | User Research | Website Analytics | User Interviews | Statistical Analysis | Detail Oriented | Oral and Written Communication | Creative & Innovative

Technical Proficiencies

Tools: Photoshop, Illustrator, In-Vision, Axure, Balsamiq Mockups, Adobe XD, Marvel, OmniGraffle, Origami, IBM SPSS, Google Analytics, Google AdWords, Git, MS Office Suite, Jupiter Notebooks, Qualtrics

Languages: Java, HTML5/CSS3, JavaScript, Processing, Python, C/C++, SQL, MATLAB

Experience

Design Researcher – Wizen Applications (open-academic-graph.ai) Dec 2018 – May 2019

- 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 Interviews, 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 Aug 2018 – Dec 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/User Researcher – Data Stethoscope May 2018 – Aug 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 Jan 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 (AI Chat-Bot) Aug 2017 – Dec 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

- Master of Science, Applied Cognition and Neuroscience (HCI) – *The University Texas at Dallas* (3.6/4) Aug 2017 – May 2019
- Bachelor of Technology, Information Technology – *The Sinhgad Institute of Technology* (3.8/4) June 2012 – May 2016