

Amir Khan

UI/UX designer with 5 years of user research, moderated testing, wireframing, & prototyping experience

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Anaheim, CA

EXPERIENCE

UX Designer · Extron Electronics, Anaheim, CA

SEP 2018 - Present

- Wrote test plan to prioritizing user input, aiming to refresh enterprise Audio/Visual apps by identifying weaknesses
- Administered user interviews to gain user insights on how applications are used, and what technologies to build for
- Created usability test plans for multiple B2B and B2C applications
- Utilized time with users efficiently by combining usability test of application prototypes with forward-facing design system ideas
- Improved on design system by creating patterns that shortened workflows, reduced clutter, and feels modern

UX Designer · ThermoFisher Scientific, Carlsbad, CA

JAN 2018 - SEP 2018

- Improved enrollment conversions by 100% by modifying designs based on feedback to target quicker interactions, positive emotional feedback, and clarity of the product
- Determined user pain points by consolidating data from Adobe Analytics, HotJar recordings, and user voice studies into user flow
- Created wireframes in Sketch App to organize content based on user voice studies, and coordinated with UX team to determine the best information flow on a page
- Ensured user satisfaction and practicality of the product by testing and rapid iterating of high fidelity prototypes in live user studies
- Created click-through prototypes in InVision were created to find how users respond to life-like design and cleaner UI
- Collaborated with UX team to strategize, plan, and execute typography and UI improvements to global website and UI kit
- Managed projects and collaborations using Abstract
- Prepped files for hand-off to developers using Zeplin

UX Designer · Access California Services, Anaheim, CA

DEC 2013 - JAN 2018

- Increased contact page impressions 20% by analyzing trends in user behavioral data in Google Analytics
- Coordinated with marketing department and board members to

PORTFOLIO

www.amirkhan.co

UX SKILLS

Experience mapping
User research
Wireframes
Mind maps
User flows
Lo-fi and hi-fi prototypes
Data analytics
Usability testing
User interviews
Human-computer interaction
User centered design
Agile UX methodology

DESIGN TOOLS

Sketch
InVision
Zeplin
Abstract
Illustrator
InDesign
Photoshop
Adobe XD

DEVELOPMENT

CSS
HTML
Bootstrap
Wordpress
Adobe Experience Manager (Omniture)

determine deliverables of website redesign

- As lead architect, created wireframes in Adobe Illustrator to redesign AccessCal website to focus on ease of use, resource-based services, and community programs
- Defined hierarchy of page elements in early sketches, and used finalized high fidelity mockups in Photoshop for stakeholders
- Implemented user-centered design by using personas to determine user needs, and surveyed potential users to understand site goals
- Communicated with multiple departments to measure goals and to test new website with users and gather valuable feedback on functionality
- Conducted A/B user testing for Facebook ads; created new iterations or evolved current designs based on audience insights
- Performed competitive analysis using heuristic analysis on current and competing nonprofit websites

RELATED CONTRACT WORK

UX Lead · Isadora Digital Agency, El Segundo, CA

JUL 2018 - FEB 2019

- Applied heuristic and competitive analysis to create UPLI, an iOS application now in beta in the App store
- Audited Kelley Blue Book design system to identify inconsistencies, and worked with designers to showcase improvements
- Used guerilla testing methods to validate workflows, information hierarchy, and investigate missing features
- Created target proto-personas to identify pain points, values, and primary age group
- Collaborated with Agency design team to iterate on feedback received from the primary stakeholders
- Created proposals documenting usability improvements for consultants, automotive companies, and other companies

UX Designer · MasjidTime, Remote

MAR 2017 - JUN 2017

- Worked with stakeholders to translate business requirements into design requirements, and aligned ideas with user pain points
- Spearheaded reconstruction of experience map, information architecture, user research, and visual design
- Utilized color theory, transparency, and and space to create a pleasing visual language for the company
- Drew wireframes of apps to dictate the importance of hierarchy in user experience, and restructured content for ease of use
- Animated prototypes for iPhone 6 by combining GUI from Adobe

Photoshop and Adobe XD for animation and events

- Performed heuristic review in high-fidelity prototypes by gathering feedback on user pain points via interviews with potential customers

UX Designer · underground visionaries, San Dimas, CA

JAN 2014 - MAY 2015

- Refreshed brand strategy for an omnichannel design experience between website, mobile, print, clothing, and novelty merchandise
- Used wireframes to curate user shopping experience from catalog browsing to checkout
- Communicated with stakeholders to determine important features
- Performed competitive analysis to stake out client landscape and familiarize user experiences across different platforms

Freelance Graphic Design and Web Development, Remote

JAN 2009 - DEC 2013

- Conceptualized and created reports for state-wide chapters; includes information design, copy, design guidelines, and artwork
- Created pixel-perfect digital, identity, and print designs that targeted appropriate audience, and reflected brand image
- Wrote semantic HTML and CSS 3 to create modern website experiences, and modify existing templates
- Incorporated iterative design process from concept to launch using a variety of tools such as Adobe Photoshop, InDesign, Illustrator, Wordpress, HTML, and CSS

CERTIFICATION

NNGroup — Certificate of User Experience

UX BASIC TRAINING · DESIGN THINKING · JOURNEY MAPPING · SERVICE BLUEPRINTING · USABILITY TESTING · 2019

EDUCATION

California State Polytechnic University, Pomona — BS Biology

AUG 2008 - JUN 2014