

Jawid Elyacy
Contact: 408-429-3764
E-mail Id: Jelyacy2002@gmail.com
Location: San Jose, CA 95136, USA
Skype Id: jawid.elyacy
Portfolio: <http://www.jawidelyacy.com>

OBJECTIVE

Seeking a user experience designer position at an organization that develops exceptional and innovative software and online applications

SUMMARY:

Interaction Design: High and low-fidelity wireframes, High and low-fidelity prototypes, flowchart diagrams, interface specifications, end-to-end user-centered design process, design reviews with cross-functional stakeholders

Cross-Platform Interaction Design: Experience developing interaction design solutions for Consumer-facing pages, portals, enterprise applications, in-vehicle apps, iOS/iPad/Android/Windows mobile native apps, Responsive Web Design

User Interface Design: Mockups development, design systems, design review rounds, defining color palette, typography, spacing usage and interface specifications for style guide development

Usability Evaluation: Formal and informal usability lab testing, test plans, task scripts, participant screener surveys, quantitative and qualitative data analysis, usability findings report

Applications/Programming: Adobe Creative Suite, Sketch, Axure, HTML, CSS, JavaScript, Dreamweaver, InVision

Project Management: Work within resource constraints, technical and requirements documents

EDUCATION:

- M.S. in Human Factors Engineering, San Jose State University, San Jose, CA Dec. 2006
- B.A. in Psychology, San Jose State University, San Jose, CA Dec. 2002

PROFESSIONAL EXPERIENCE:

Wells Fargo, San Francisco, CA

UX/Visual Designer

11/2019 – present

- Designed mockups and user flows for onboarding new business customers to Wells Fargo's suite of enterprise applications based on Wells Fargo's design system
- Designed the concept and iterated on the designs for onboarding application based on collaborations with interaction designers, product managers, accessibility specialists, content strategists and developers
- Designed flows and high-fidelity screens/prototypes for Request for Information application then developing high-fi mockups based on Wells Fargo's Pioneer design system whilst working in an iterative, user-centered design process
- Develop mockups for setup and use of voice modality for a business mobile app as a method for user authentication
- Created native mobile mockups for the mobile capture flow of check deposits for business customers
- Created prototype for Markets Served section of Request for Information application for flows; sections utilizing Design Systems framework
- Conducted a thorough audit of visual styles for Commercial Enterprise Office (CEO) enterprise applications in terms of spacing usage, color palette, typography, patterns usage and component usage based on Wells Fargo's design system
- Proposed a new type of style guide to provide spacing rules use cases, patterns and WFRIA's components use cases

Bank of America, San Francisco, CA**UX Designer****03/2016 – 11/2019**

- Designed and consolidated multiple wireframes for features across every release for banking mobile apps
- Created UX planning and strategy for establishing process for developing baselined wireframe process across every mobile app initiatives
- Developed tracking requirements for capturing key metrics for UX wireframes development for mobile, mWeb and Online Banking applications
- Coordinated with team in Charlotte and offshore on wireframe tracking process and baselined wireframes
- Designed detailed wireframes for Customer Insights and Intelligence app and collaborated with product managers, developers and visual designers to refine based on input
- Developed mockups and visual design style guide for CII application and delivered assets to developers
- Developed and maintained style guide for Windows platform of consumer banking app
- Designed wireframes with interaction specifications for enterprise global workforce management tool directed towards managers

Quisk, Sunnyvale, CA**UI/UX Developer****10/2015 – 01/2016**

- Provided interaction design solutions including mockups, task flows and interaction specifications for a customer support admin portal
- Defined the visual design styleguide standards and develop styleguide specifications document for a customer support admin portal
- Develop HTML prototype with Javascript and CSS for a customer support application utilizing the bootstrap framework
- Collaborate with product owner, development and QA teams on the mockups and navigation flows for the admin portal
- Conduct UX planning and strategy on several key UX initiatives
- Participate in strategic meetings to define UX planning, and strategy for company-wide initiatives

Design pixel-perfect mockups based on style guide standards

Cisco Systems, San Jose, CA**UX Design Lead (2-month contract)****06/2015 – 08/2015**

- Led UX efforts for Smart Services User Experience (SSUE) framework by coordinating with a 2-member offshore team, interviewing onsite stakeholders to gather requirements and developing sketches and wireframes
- Designed screens of different scenario for SSUE framework for both iOS and desktop versions so as to incorporate Responsive Web Design requirements
- Provided direction to offshore design team for enterprise application designs in daily meetings
- Designed wireframes and sketches for enterprise application and collaborated with offshore design team to convert wireframes into visual designs
- Presented the wireframes to stakeholders and worked iteratively to update designs based on their feedback within the time constraints
- Created designs in Agile development methodology by working within 2-week sprints to deliver designs
- Collaborated with UX researcher on conducting usability testing on paper prototypes and improved designs based on the feedback from users

Quisk, Sunnyvale, CA**UI/UX Developer****04/2015 – 06/2015**

- Provided interaction design solutions including mockups, task flows and interaction specifications for a customer support admin portal
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Xerox – Remote work

Senior User Experience Designer

07/2014 – 03/2015

- Designed wireframes for benefits admin applications by applying Responsive Web Designs to ensure
- Develop visual design mockups using visual design standards for the RightOpt portal's top-level navigation that provides entry points into 3 other admin applications
- Develop demo prototypes utilizing existing CSS and Javascript classes/files to create a centralized navigation that's consistent and seamless on RightOpt portal site and Advantage applications
- Design the main medical screen with a Health Plan Evaluator (HPE) tool along with HPE light-boxes that captures users' health status needs and the health results screen that displays the annual out-of-pocket costs based on the user's health status needs
- Create responsive web designs in the form of mockups, wireframes and functional specifications for benefits administration applications
- Use bootstrap to define the responsive web design break points as you transition from desktop to tablet to mobile device
- Conduct strategic meetings with internal UX team as well as cross-functional teams
- Collaborate closely with product management, user experience and offshore development teams on variety of web projects
- Participate in design review rounds for desktop and mobile designs

Senior Interaction Designer

Mercedes-Benz Research & Development North America, Sunnyvale, CA

08/13 – 01/14

- Developed wireframes, interaction specifications and user flows for smartDrive 3.0, a next generation iOS application and collaborated with multi-disciplinary team in an agile development methodology environment
- Designed interaction design solutions, including wireframes and functional specifications for multiple apps for a built-in vehicle infotainment interface
- Tested smartDrive v2.0 iOS app based on compliance testing of response time, contrast ratio and other compliance testing features, documented the findings and presented to executive leadership
- Designed flows to determine restrictions on screen interactions on the applications while driving
- Developed content for iOS app and utilized a macros spreadsheet to determine pixel width of content across components on the individual screens and across 14 different languages

Senior User Experience Designer/Usability Engineer

Cisco Systems, San Jose, CA

11/12 – 05/13

- Conducted usability testing on internal applications to support finding and registering for training courses,
- Developed test scenarios, personas, surveys and test plans for user experience study of the Cisco's internal learning and development application, CEC application and WebEx Social's LDT application
- Conducted usability tests on LDT products, analyzed findings from the testing and developed recommendations to enhance the new designs in an Agile environment

- Developed interactive prototypes in Dreamweaver for LDT Browse and Brochure views to be the products tested in two separate user experience studies.
- Analyzed survey data, think-aloud comments and task-based questions to produce UX readouts
- Developed design recommendations based on UX studies findings in accordance with technical feasibilities and visual design guidelines

Senior Interaction Designer for Web and Mobile Interface

US Bank, San Francisco, CA

11/10 – 07/12

- Designed interaction designs for iOS application for the US Bank mobile app for multiple features and presented designs to multidisciplinary teams and made iterations based on feedback
- Developed interaction design solutions, including detailed wireframes, flowchart diagrams, mock-ups and BRD documents for front-end web projects
- Extensive experience planning, developing and formulating user experience design activities in an Agile and Scrum environments
- Collaborated with both mobile UX team and stakeholders on the UI requirements for developing the upcoming mobile app and based on these, developed the wireframe documents with interface specifications
- Provided walkthrough on user experience requirements for front-end developers and conducted end to end user experience in product development lifecycle.
- Utilized Visio to develop interaction models with dynamic annotations to the interaction requirements as per business and UX goals
- Developed detailed wireframes for variety of page templates, and developed interaction specifications documents for specific design elements for front-end U.S. Bank applications
- Collaborated with business stakeholders during conceptual phase of projects and gathered requirements based on their needs/goals and developed interaction design solutions, including high-level and detailed wireframes incorporating business requirements
- Developed detailed wireframes utilizing Photoshop that are based on U.S. Bank visual design style guides by collaborating with the UX and Visual Design team
- Analyzed UI artifacts from UX team and produced mockups, wireframes, URLs lists and process flows to ensure successful handoff to the requirements team.
- Supported user-centered design objectives throughout the Agile development environment from requirements phase to development to testing phase by documenting business needs in wireframes/interface schematics, capturing interaction and navigation flows and conducting walk-through sessions with development/testing teams

Information Architect

Design Reactor, Campbell, CA

06/10-06/10

- Created the redesign of the 6Connex site by incorporating business requirements and technical requirements by utilizing Visio.
- Collaborated with stakeholders by developing detailed wireframes and sitemap and going thru review rounds and arriving at final designs based on wireframes and sitemap.
- Utilized Photoshop to incorporate mockups into the wireframes for the 6Connex Website
- Participated in several wireframe review rounds with stakeholders and incorporated their feedback into the final deliverable
- Presented final deliverable to the stakeholders on a timely basis and worked with developers on implementing wireframes into an interactive Website

User Experience Architect

Cisco Systems, San Jose, CA

07/08-09/08

- Developed UI wireframes based on the evaluation of the Friends and Blocked Players lists using Fireworks
- Worked with Web developers, IT managers and business analysts to gather requirements specifications for Cisco's internal sales app.
- Developed high-fidelity mockups using Visio for Cisco's internal sales application

- Participated in brainstorming sessions with Cisco's worldwide sales and processes team to uncover and solve unique challenges

Information Architect

Level Studios, San Jose, CA

11/07 - 06/08

- Conducted usability testing and developed reports and design recommendations for clients such as Cisco and Apple
- Organized large content of information into user-friendly applications by developing wireframes and blueprints with Visio
- Developed sitemap and wireframes for several clients based on the client requirements and user experience design principles.
- Developed detailed wireframes, sitemap and interaction specifications by utilizing Axure for Website where High School students can learn about Design careers and opportunities to upload and view media and ask questions from experts
- Conducted user discovery sessions to understand client needs and incorporated their feedback into deliverables
- Prepared and facilitated usability testing and developed usability report and presented them to clients for Cisco's Small and Medium Business Web property
- Collaborated with project managers, executives and other IA's to develop user-centric software and online applications

Usability Engineer

IGN/Fox Interactive Media, Brisbane, CA

04/07 - 08/07

- Conducted extensive analytics utilizing Google Analytics, ATA (IGN analytics system) across all the main channels (IGN Website sections) and developed reports based on the analysis
- Developed user performance reports with design recommendations and conducted strategy meetings on web projects
- Developed tracking requirements specifications for many channels through implementing tracking for Web elements from which I monitored and analyzed its performance
- Presented findings to executives, which in turn led to content changes on website

Usability Engineering Intern

Oracle Corp via Workforce Logic, Redwood City, CA

11/05 - 07/06

- Created task storyboards in Visio to visualize the user interactions involving the transactional search modules that existed on multiple Oracle applications
- Conducted usability testing and developed final report with recommendations for multiple enterprise applications
- Developed prototypes for Metalink application, a Web application for database administrators, after transferring the Visio wireframes into Dreamweaver to add interactions
- Worked on high-fidelity prototypes via Adobe Illustrator and ImageReady in order to have a seamless appearance
- Analyzed data from user research studies and assisted in presenting the findings to managers

Design Researcher Intern

Yahoo! Inc., Sunnyvale, CA

06/05 - 09/05

- Developed usability documentation for the preparation of a competitive analysis study of 4 products, facilitated the sessions, analyzed the findings and presented findings to stakeholders
- Conducted usability testing of Yahoo! Calendar and its top competitors
- Developed detailed reports based on competitive analysis study, and provided high level findings and design recommendations to the stakeholders
- Engaged in strategy meetings for communication products
- Analyzed data of usability study and presented findings to stakeholders and the entire User Experience team

- Compiled and summarized relevant findings from existing studies in the area of calendaring to help in the design and direction of the next version of Yahoo! Calendar
- Conducted meta-ethnographic research of existing relevant ethnographic research into understanding Yahoo! Communications market segment users

REFERENCES:

Available upon request