Talha Aamir

UX Designer & Editor | Los Angeles

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Work Experience

Sourceability

Lead UX Designer, *Jan 2022 - Present*
- Own product design on Sourceability's e-commerce enterprise/ consumer hybrid bill of materials tool by creating wireframes, high-fidelity mockups, and user flows within agile methodologies
- Lead rebrand of the BOM tool by targeting personas which better align with stronger conversion rates and revenue-oriented goals
- Build a robust design system and refine the design process with the creative team to better inform product strategy

UX Designer, *July 2019 - Dec 2021*
- Frequently collaborated with product management, software development, analytics, and marketing teams by translating concepts into design deliverables and by advocating for a user-centric experience of the BOM tool

MSC Software, *acquired by Hexagon Manufacturing Intelligence*

Product Designer, *Feb 2018 - June 2019*
- Designed entirety of user interface and interaction patterns for MSC's new process and workflow enterprise solution
- Assessed usability issues and provided updated redesigns to MSC's project lifecycle management software, SimManager

UX Research and Design Consultant, *Mar - Sept 2017*
- Conducted user-centered client research and designed prototypes to improve search and navigation of MSC's materials database management software, MaterialCenter

Crave Halal

UX Consultant, *Oct 2017 - Jan 2018*
- Contributed impactful UX design recommendations based on a heuristic evaluation of Crave Halal's website and app

Zabihah.com

UX Consultant, *Jan - June 2017*
- Analyzed the website through a heuristic evaluation, cognitive walkthrough, high-level competitive analysis, and unmoderated usability tests, along with presenting redesigns

Infusion, *acquired by Avanade*

UX Intern, *Jan 2016*
- Consulted with clients to iterate wireframes, prototypes, and process flows for websites, applications, and kiosks

Skills & Tools

UX Software
Abstract
Axure
Adobe XD
Balsamiq
Figma
InVision
Sketch
Zeplin

Video Editing Software
Avid Media Composer
Adobe Premiere Pro
DaVinci Resolve
Sony Vegas Pro

Education

UC Irvine
Master of Human-Computer Interaction and Design
Sept 2016 - Sept 2017

Binghamton University
Master of Computer Science
Sept 2014 - May 2016

University of Pittsburgh
B.A in Film Studies
B.S in Psychology
Sept 2010 - Aug 2014

Volunteering

UC Irvine MHCID Mentor
Aug 2018 - Present

Interests

Georgism
Onewheeling
Pizzamaking
Solarpunk
Urban Design