ABRAHAM DANIEL

UX Architect with 16+ years of experience. Certified in HFI CUA, Google UX Design, HCD IDEO.org, UX for AR/VR/MR/XR, CSM, Google Analytics IQ, Google Digital Marketing and De Bono Critical Thinking.

HIRE ME

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+968-95108354

WORK EXPERIENCE

Portfolio

https://abrahamdaniel.com

Muscat, OM
Apr'19 - till date

Head of UX and Design
Ooredoo

Building & leading a highly collaborative team. Driving the design strategy. In-charge of user interviews, usability tests, focus groups, etc... to enhance the experience.

Colombo, LK
Feb'18 - Feb'19

Chief User Experience manager
Axiata Group (Dialog)

Driving human-centered design for the digital initiatives in Fintech & Telecom. Hands-on with user research, journey maps, IA, design, prototype & usability tests.

Bengaluru, IN
Sep'14 - Feb'18

User Experience architect
Reliance Industries Ltd. (JIO)

Responsible for user experience & design of eCommerce & telecom initiatives. Part of the core group that launched AJIO.com. Worked on JIO.com, Reliance Trends etc...

Bengaluru, IN
Dec'13 - Sep'14

Lead UX consultant
Capgemini Consulting

Worked on the eCommerce platform (Mobile and Desktop) of the 2nd largest US retailer, TARGET corporation. Responsible for user research, experience & interaction design, and accessibility.

Bengaluru, IN
Feb'09 - Dec'13

Chief Product and UX officer
TouchWeb Technologies

Responsible for product strategy, human-centered design & development in a Swiss-Indian startup of which I was a founding member.

Bengaluru, IN
Dec'05 - Dec'08

Lead Web Developer
JGE Enterprises

Web developer for a US-Indian startup. Specialized in PHP, ASP.net, JavaScript, etc...

ABOUT ME

UX leader managing design teams across multiple projects, with a track record of successfully evangelizing design systems and synthesizing user-centered design through user research, interviews, usability tests, etc...

Education in Computer Science & Psychology has aided me to build engaging & usable design solutions in Digital Commerce, BFSI, Telecom, and Media, for the last 15 years.

EDUCATION

Behavioral and Social Psychology
Certificate in Psychology
University of Toronto
2019 - 2020

Information Systems
Executive MBA
Periyar University
2009 - 2010

Computer Science and Engineering
Bachelors in Technology
Cochin University of Science and Technology
2000 - 2004

CERTIFICATIONS

Google LLC
Google UX Design Specialist

Human Factors International
Certified Usability Analyst (CUA) - HFI

IDEO.org
Human Centered Design

University of Michigan
UX in AR/VR/MR/XR

Udemy
Master in UX and Interaction Design

Scrum Alliance
Certified Scrum Master

Google Analytics
Google IQ Certification

METHODOLOGY

Development drops ◉
Brandguide definition
Styleguide definition
Visual design
Prototype
Stakeholder review
Tech handover
Pixel wonderful testing
Pixel perfect testing

Inspect, adapt & repeat

Analysis ◉
Usability testing
SWOT Analysis
Heatmap Analysis
Data Analysis

Strategy ◉
Competitor analysis
Stakeholder interviews

Design ◉
Use case diagrams
Information architecture
Storyboarding
Mood boarding
Wireframing

Research ◉
Contextual inquiry
User interviews
A/B testing
Target audience identification
User persona creation
Mind map

TOOLS & SKILLS

◉ **Wireframing**
Axure, Balsamiq

◉ **Prototyping & Collaboration**
Invision, Marvel, Principle

◉ **Visual Design**
Sketch, Adobe XD, Photoshop, Illustrator

◉ **Design workflow management**
Abstract

◉ **Design Handover**
Zeplin

◉ **Design System**
Invision DSM

◉ **Analytics**
CrazyEgg, GA, Flurry

◉ **Diagrams and Charts**
Draw.io, Lucidcharts, Cacoo

SOME OF MY WORK

ajio.com
The hottest, curated fashion destination in India

m.target.com
The most popular eCommerce destination for retail in the USA

eshop.ooredoo.om
The leading eCommerce shop for telecom in Oman

payplus.om
The most popular mobile wallet in Oman

abrahamdaniel.com
This is just a start!
Visit my website to view more of my work

jio.com
The top-most destination for telecom needs in India

MacBook Pro