

Talha Aamir

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Education

University of California, Irvine

Master of Human-Computer Interaction and Design
September 2016-September 2017

Binghamton University

Master of Computer Science
September 2014-May 2016

University of Pittsburgh

Bachelor of Arts in Film Studies
Bachelor of Science in Psychology
September 2010-August 2014

Tools and Languages

UX Software

Axure, InVision, Omnigraffle, Balsamiq, Adobe XD

Design

Sketch, Figma, Photoshop

Coding

Java, JavaScript, C#, C++, C, HTML, CSS

Video Editing

Sony Vegas Pro, Final Cut Pro, Adobe Premiere Pro

Skills and Interests

Wireframing
Prototyping
Ethnographic Research
Heuristic Evaluation
Cognitive Walkthrough
Contextual Inquiry
Usability Testing
User Flows
Programming
Filmmaking
Volunteering

Experience

Consulting, Sept 2016-Current

MSC Software

- Conducting user-centered client research to provide both a complete overhaul and informed design recommendations to improve the search and navigation features of MSC's database and project lifecycle management software, MaterialCenter, utilizing agile methodologies

Zabihah.com

- Analyzed the website through an in-depth heuristic evaluation, step by step cognitive walkthrough, high-level competitive analysis, and unmoderated remote qualitative and quantitative usability tests on users
- Implementing actionable feedback and redesigns to company founder

CardSoft, App Startup

- Research and development phase currently in process of a mobile platform encouraging in-person and long term professional networking via digital business cards

UX Internship, Jan 2016

Infusion

- Designed wireframes and prototypes based on usability principles
- Consulted with clients on a frequent basis and iterated deliverables rapidly
- Identified user stories, tasks, and goals to formulate process flows
- Produced user interface elements for websites, applications, and kiosks

Projects

Plant cARe, Augmented Reality Design, Jan-Mar 2017

- Initially researched AR through hands on experience, and potential plant users via directed interviews and surveys
- Developed personas, scenarios, and storyboards to help define our product
- Brainstormed and peer reviewed sketches, wireframes, and prototypes
- Produced and directed a commercial to highlight the functionalities, information architecture, and visual design of our final product

Ethnographic Research Project at Philz Coffee, Sept-Dec 2016

- Understood the process flow and movement of customers through each stage of the coffee shop experience as guided by the layout of the physical space, subtle technological cues, and mini-cultures and social norms
- Collected data via directed ethnographic observational periods and from interviews based on a semi-structured interview protocol
- Coded, categorized, then diagrammed data into contextual inquiry models
- Analyzed models to identify and assess any roadblocks in the process flow
- Philz Coffee applied one of my solutions in their recent store redesign