



nasserelsamadisy

Sr UX\Product Designer

contact me



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about me

- Sr UX / Product Designer.
- Pivotal and Agile Workflows.
- Skilled in IA, Wireframes, Comps, Designs, Style Guides and Prototypes.
- Skilled in Facilitating balanced teams, Customer and Stakeholder interviews, Research, Testing, Pair Programming (Design Pairing /Design Dev Pairing).
- Proficient with HTML5, CSS and Angular JS.
- Proficient with Adobe CC, Figma, JustIn-Mind, Axure, Balsamiq and Webflow.
- Excellent Communication, Presentation, Interpersonal and Analytical skills.

WORK EXPERIENCE

2014 - Present **SR. UX / PRODUCT DESIGNER - DELL EMC**

- Guide balanced teams - collaboration, discovery and framing, research, data synthesis, experiments, workshops, customer and stakeholder interviews for a product serving Dell's largest customers (purchase a minimum 250K annually from Dell).
- Design multiple versions and iterations of UX, flows, UI, user tests, to get quick data to inform current and future designs.
- Present our new Pivotal workflow to internal stakeholders and new designers, communicate benefits of this Agile / Lean methodology to encourage collaboration between Pivotal and Non-Pivotal teams.
- Compile heuristics, find and propose solutions to improve accessibility across all of Dell.com.
- Negotiated stakeholder buy-in for Taxonomy adjustment to B2B Software and Peripherals on Dell.com.
- Design and implement new UI components, modular design and documentation.
- First to test and use new software, communicate pros and cons, workflows, as well as best practices to the larger design team.
- Led accessibility research and user testing. **Key Achievements**
- Design changes to Precision Workstations led to a 25% increase in conversion.
- Led a complete design overhaul to Alienware.com that resulted in more than double the original target for RPV without any initial dip usually seen with new launches.

2012 - 2014 **UX DESIGNER - SABRE AIRLINE SOLUTIONS**

- Designed and led the initial overhaul to portal connecting all b2b customers to Sabre Airline Solutions.
- Redesigned style guide as part of a 4-person team.
- Complete redesign of a widely used travel agent application in a 2-week window.
- Key Achievements**
- Led designs and guerilla testing to gain stakeholder buy in required to go forward with designs for an app to be used inside flight decks for major airlines

2010 - 2012 **GUI DEVELOPER - HALLIBURTON**

- Lead UX developer on multiple high-profile projects including Cyberstring SL, Nitrogen Calculator, SmartString Plus, PFG 1.0 and PFG 2.0.
- Researched new development platforms, taught workflow and best practices to the team.
- Helped adoption and implementation of Agile development practices.

EDUCATION

- 2011 - Master's of Interactive Technology The Guildhall at SMU
- 2008 - Bachelor's of Fine Arts Utah State University