

Ali

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Designer

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Skills

A designer with an extensive background in user experience and user interface design. Principally focused on solving problems through evidence-based, user-centered design.

Expertise in visual and interaction design, user flows, design systems, design sprints, user story writing, sketching, wireframing, prototyping, and design exploration.

Interested in the field of AI and ML to create a new type of personalized experiences for users.

Experience

Corning Inc / Senior User Experience Designer

APR 2019 - PRESENT, ROCHESTER NY

- Leading design efforts on large scale scientific discover platform and its applications
- Managing a team of designers to execute design vision
- Working with product owners to define the product vision

Dwaiter / Director & Principal Designer

JAN 2016 -APR 2019, ROCHESTER NY

- Leading team of designers and engineers to create innovative web and mobile digital experiences.
- Explore, define and prototype design concepts to rally clients and the team around a compelling vision of the product.
- Working with the development team to execute design vision.
- Managing projects and clients.

Localytics / Senior UX Designer

JUN 2015 - JAN 2016, BOSTON, MA (Remote)

- Led efforts to create a comprehensive design system.
- Created interaction and motion guidelines.
- Led efforts to redesign app documentations and guidelines.
- Led design effort of the user personalization experience.

Google / UI Designer

SEP 2013 - MAY 2015, MOUNTAIN VIEW, CA

- Created the Material Design framework for all Google Now cards across all devices (Mobile, tablet, wearable, and auto) and provided tools for interaction designers across several teams within Google to implement the new system for their products.
- Lead efforts of design explorations for the Google Assistant within the Google Now launcher.
- Designed the system for the user management of cards within the intelligent predictive stream.
- Worked with the search team to determine the guidelines of adaptive layout structures of search results and Google Now cards across devices and viewports.

Aten Design Group / Senior Designer

DEC 2012 – MAY 2013, DENVER, CO (Remote)

Created user flows, wireframes, visual designs, and style guides for a consistent visual framework for clients such as Stanford University and World Wide Fund for Nature.

Rochester Institute of Technology / Adjunct Professor

SEP 2005 – MAY 2013, ROCHESTER, NY

Taught a range of courses at the College of Art and Design

- Time Based Imaging
- 3D Design and Modeling
- Elements of Design
- Intro to Web Design

Fight For the Future / Design Lead

APR 2012 – DEC 2012, (Remote)

Rebranded the organization, designed campaign efforts including websites, print materials and Facebook games. Worked closely with the founders and the development team to establish quick response campaign framework.

Effective UI / UX Designer

JUN 2011 – APR 2012, ROCHESTER, NY

Created user flows, wireframes, storyboards, visual designs and animated UI prototypes for Android, desktop, mobile and web applications for clients such as Kaspersky Labs, Adobe, and Boston Scientific.

Dwaiter / Lead Designer

MAY 2005 – JUN 2011, ROCHESTER, NY

Lead the design effort on an array of projects. The work involved creating motion graphic videos, animated UI prototypes, information architecture, user testing and visual design.

Education

Rochester Institute of Technology / BFA

2001 - 2004, ROCHESTER, NY

GPA: 3.9 With Highest Honors,

Honors: Dean's List 2001, 2002, 2003, 2004

Awards

2012 Rochester Business Journal's Best of the Web Awards for Digital Transformation

New York Wine and Culinary Center

2012 Gold Addy

Rochester Institute of Technology - College of Imaging Arts and Sciences Website.

2012 Rochester Business Journal's Best of the Web Awards for Education

Rochester Institute of Technology - College of Imaging Arts and Sciences Website.

2004 Outstanding Achievement Award

Rochester Institute of Technology - New Media Design - School of Art and Design.

Speaking

2018 Interaction Design Workshop

Designing Intelligent Experiences

RAF 40MA2B

Google's secret sauce - A firsthand experience.

2015 Thought at Work

Design in Systems - How the Google Now Cards were redesigned

Languages

Arabic

Professional working proficiency

References

Available Upon Request