Nader Nejat

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PROFILE:

Principal/Lead UX Product Designer who has conceived and delivered software products that engaged B2C/B2B/enterprise users and maximized business results.

Hands-on individual contributor who is user-centered in developing strategic initiatives and leading tactical execution.

Expertise
- **Strategy**: Design products based on a unique skill set combining strategy, technical understanding, business outcomes, and deep empathy for the user.
- **Results-driven:** Consistently deliver rapid product development, design architecture, and implement quantifiable UX plans based on data-driven decision making.
- **Communication:** Influence executives, leaders, and product owners by transforming complexity to simplicity which promotes collaboration and consensus.
- **Full-Stack (Strategy to Execution):** Lead design projects across the entire product lifecycle (from concepting to strategy to execution).
- **Design at Scale:** Drive design vision and common language across product by creating systems, interaction libraries, patterns, UI components, and frameworks that make products faster, easier, and higher quality.
- **Mentoring & Training:** Scale teams and mentor designers to enhance design thinking, production skills, processes, and methods.
- **User-Centered Design Advocate:** Champion the user at every stage of the product life cycle, using empathy to increase design value.
- **Systems Design:** Create systems, methods, and frameworks that improve scalability and speed up product delivery.
- **Complexity:** Solve deep design problems that require an ability to understand ambiguity and priorities that overlap across products and systems.

DESIGN EXPERTISE:

- UX & Product Design
- UX Strategy & Research
- UI & Visual Design
- Agile & Lean Design
- Interaction Design (iXD)
- Competitor Leapfrogging
- Design Systems
- UI Frameworks
- Design, Dev Guides
- UX Behavioral Specs
- Usability & UCD
- IA & Info Architecture
- Remote & User Testing
- AB Testing
- Flowcharting & Flows
- Wireframes/Wireframing
- Prototypes/Prototyping
- Pixel Perfect Mockups

TECHNICAL SKILLS:

Adobe CC: Photoshop, Illustrator, Animate, Premiere Pro, Bridge.
Design: Figma, Sketch, Framer, OmniGraffle.
Languages: HTML5, CSS3, JS, & JavaScript.

PLATFORMS:

Enterprise Apps, SaaS, B2B, Responsive, iOS, Android, Tablets, Mobile Web.

EXPERIENCE:

RINGCENTRAL – Belmont, CA   November 2020 – Present

PRINCIPAL UX INTERACTION DESIGNER
Design user-centered product features for an online meeting video platform. Promote strategic alignment by leading workshops with Product Management and Design. Elevate design and ship best-in-class products by partnering with Product Management and Engineering. Mentor product designers to improve processes, methods, and design at scale.
- Ran the AI Squad, driving product innovation and differentiation through Artificial Intelligence (AI), Computer Vision (CV), and Natural Language Processing (NLP).
- Reduced engineering time by introducing a new spec format and design delivery processes.

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EXPERIENCE CONTINUED:

- Consistently met deadlines while delivering high standards for quality.
- Improved team building and morale during the pandemic by organizing and leading collaborative work events.

ARM TREASURE DATA – Mountain View, CA   January 2019 – September 2020

PRINCIPAL UX DESIGNER

Designed products using innovative methods, such as interactive data visualizations, that enabled Sales to close more customers. Mentored designers to improve their productivity and understanding of design processes.

- Enhanced senior leaders' ability to make data-driven decisions by implementing complex enterprise analytics for the product that made data clear and accessible.
- Developed training concepts and materials that formed basis for University training portal – courses for all new hires and customers.

VISA (Contractor via Net Polarity) – Foster City, CA   April 2017 – May 2018

SENIOR UX DESIGNER

Collaborated with cross-functional teams (UX, fellow contractors, researchers, product owners, business, and development) to design and realize a vision for Visa's next generation of transaction reporting. Fees reported and calculated from this platform represented over $4,000,000,000 annual revenue.

- Fully redesigned a global, enterprise app to be dynamic and configurable. Consolidated different regional applications into one global system.
- Coached external contractors in production processes and methodologies, mockups, Sketch, rapid ideation, and interaction mockups.
- Partnered with Visa's internal UX research team, and product owners to promote user testing and user validation to the business.
- Conducted multiple stakeholder interviews, workshops, and working sessions to create ideal experience for Visa's external business customers.

HUNDY – Redwood City, CA   2015-2017

PRINCIPAL UX DESIGNER

Created and designed MVP (Minimal Viable Product) UX for mobile payments. Identified core differentiation with a unique product voice and identity. Successful MVP resulted in funding. Transitioned MVP to multiple platforms. Established a core company strategy through UX, enabling competitive differentiation while preventing replication.

SIMPLY HIRED – Sunnyvale, CA   2016

PRINCIPAL UX DESIGNER

Redesigned the company's core product (search engine results page), increasing usage, time spent, engagement, and conversion.

- Developed a new user testing methodology for early stage product validation.
- Drove strategy and approach for site-wide framework for user acquisition, combining UX content strategy, user testing, analysis, and A/B testing.

UX PRODUCT CONSULTANT – San Carlos, CA   2014-2015

Executed multiple user-centered product designs. Helped clients design new products focusing on tactical UX strategies and implementations. Performed hands-on design. Industries included: energy, retail, logistics, and shopper marketing.

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EXPERIENCE CONTINUED:

FINDLY – San Francisco, CA   2013

UX CREATIVE DIRECTOR
Created global guidelines for UI/UX across products. Developed strategies for accessibility, globalization, and internationalization. Advocated UX throughout organization. Mentored and trained designers in UI/UX skills.
- Redesigned main revenue generating product, (Enterprise SaaS Application Tracking System), responsively for mobile, tablet, and desktop.
- Increased user engagement, conversion, and acquisition through A/B testing.

OMEGA MOBILE – San Francisco, CA   2003-2013

Launched and grew a UX design studio whose clients included:

- Adobe
- AT&T
- Best Buy
- Macromedia
- Motorola
- Qualcomm
- Sony
- Sprint
- T-Mobile
- The North Face
- Timberland
- Verizon

UX DIRECTOR (2010-2013)
Directed all aspects of business operations and client relations at a UX design studio. Conceived UX strategies for complex products, enabling diverse clients to engage B2B/B2C/enterprise users and maximize goals for profitability.
- Designed and architected multi-platform modular enterprise product. Conceived strategy for rapidly configuring product for different clients.
- Provided a client with 7X user acquisition over industry standard by enhancing UX product design strategy/execution for rich media mobile advertisers.

PRINCIPAL UI/UX USER EXPERIENCE DESIGNER (2007-2010)
Built and managed high-performing team of designers, freelance talent, and outsourced teams. Developed project scope and budgets.
- Designed multiple strategic UX prototypes results in new product launch. Recognized by Qualcomm's Director of Usability testing as the most successful project tested by their labs.
- UX strategy and design for augmented reality product, recognizing real-world objects and places in real-time. Became successful new Nokia product line.

UI/UX USER EXPERIENCE LEAD (2003-2007)
Managed all stages of overlapping projects. Advised clients on business and technical strategies for product design. Designed, created, and architected highly modular UI product frameworks.

TEACHING:

SAN FRANCISCO STATE UNIVERSITY – San Francisco, CA
Instructor & Trainer in Internet & Multimedia Studies Program: advanced design production, programming, and mobile design for 10 years.

EDUCATION:

UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN
BA, double major in Psychology & Speech Communication

TALKS:

- Gave presentations on UX design, strategic UX concepts, and prototypes.
- Presented at conferences and leading industry groups in retail, automotive, technology, design, media, telecommunications, and advertising.