

Saqib Mughal

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Summary

I love simplifying and creating intuitive user experiences for intricate software applications which make me a passionate User Experience (UX) Architect.

Businesses and software are more complex than ever today but end users do not need to bother with such tedium systems. This singular passion has driven me for the past 25 years as a User Experience (UX) Architect. Leveraging my strong knowledge of interaction design, information architecture, and usability, I try to analyze the needs of the user and the business and then strategize the best way to deliver an intuitive and fulfilling experience to the user while meeting the business goals.

Through a combination of my skills including creativity, business knowledge, user experience design, art direction, visual design and team building I helped enhance accessibility of number of organizations such as **Interval International, Blue Green Vacations, Kerzner International, Mednax, Florida Virtual School, Miami Children's Hospital, Florida Department of Highway Safety and Motor Vehicles, Department of Education Florida, Florida Fish and Wildlife and Seminole Gaming** and many others.

How I work

To simplify user interfaces, I aggressively endeavor to reach out to potential end users for feedback and to thoroughly understand their perspective and the problems they are facing. I listen to them patiently with empathy for the user, even going as far as to enthusiastically collaborate with them on specific aspects, especially for the more unconventional yet natural design and process solutions.

I have inculcated problem analysis and internalization processes into my workflow with an aptitude for learning while building in best practices to ensure quality standards at every step. I like to work closely, and often hands-on, with my team and motivate them to solve their problems while paying minute attention to details of the design.

The aim is to create an environment where the team can feed off my passion to think out of the box for creating the most visceral interfaces for even the most unconventional products.

My responsibilities

In short, I am the vehicle which helps companies align their business needs with the practical digital functionality desired by users. Under the hood, I work with business to understand their requirements, analyze user data, identify user needs, conceptualize design solutions, strategize implementation and collaborate with teams of business analysts, visual designers and developers.

Thereafter, I help iterate and validate design with users to fine-tune the user experience solution to marry it harmoniously with business requirements.

During this entire process, I actively use my expertise, best practices and a thorough understanding of the product to act as the bridge between teams, departments, users and the various levels of leadership to present changes and preserve a coherent vision of the product across VPs, AVPs, Bas and designers.

Project deliverables

Over the course of a typical project, companies can expect data on potential user profiles including demographics, preferences and navigation traits, journey and experience maps, mental models illustrated storyboards for interface trees, A/B tests, card sorting, user stories, screen mocks and process flow diagrams, low and high fidelity wire frames for desktops and mobiles (responsive), interaction design, information architecture and visual design.

Creative process

My creative process starts with learning about the client and user needs through interviews. After collecting data about user needs and analyzing it against client needs, I conceptualize different potential solutions through an iterative thought process to turn abstract ideas in mental images with clear definition offering the best fit using card sorting and A/B testing.

UX Documents

- Personas
- User Journey Map
- User Flows
- Scenarios
- Wireframes
- Prototypes
- more

Methods

- Brain storming
- Card Sorting
- A/B testing
- Interviews
- Ideation
- more

Tools

- Axure
- Morea
- InVision
- Adobe Photoshop
- Adobe illustrator
- more

Leisure

I often take some time out for my small, private studio where I take to painting new sections of my creative universe on canvas with oil paints. I love observing human behavior and habits. Apart from manifesting in my paintings, my painting skills assist me in my professional life as well to help me understand the complexity of human habits and the layers of their manifestation.

WORK EXPERIENCE

1. Senior UX Designer and Information Architect Interval International July 2014 – Present

At Interval International, I worked on several successful projects for different platforms including desktop, mobile web, responsive sites and mobile apps which helped improve the user-centered design and grow the company's revenue.

My responsibilities included:

- Conducting usability studies via interviews and listening to live customer calls while agents serviced users to determine the overall picture of user experience problems to existing and new time-sharing property products.
- Collaborating and role-playing as user advocate in multi-disciplinary team meetings including business and marketing, business analysts, product managers, projects managers, and IT to conceptualize new products.
- Brainstorming ideas and devise strategies for better UX solutions based on project needs.
- Creating user personas, user journey maps, iterative design sketches, storyboards and user mental models to completely understand the problem.
- Creating information architecture and interaction design using user flows, scenarios, low and high interactive wireframes for complex business applications by translating business goals, project specifications and product goals into simple user-centered designs with intuitive and inspiring UI experiences.
- Usability testing of low and high fidelity wireframes using Morae software.
- Creating and iterating solutions based on usability and A/B tests, and present them to users and multi-disciplinary teams to validate the solution and guide product decisions.

- Evaluating and defining usability issues in existing applications and providing recommendations through updated UI designs and usability results to satisfy user goals and optimizing business performance.
- Focusing on details while successfully juggling multiple assignments and competing priorities.

2. UX Architect (Consultant) Bluegreen Vacations

Project: Redesign web application of Time share Property management

Goal: Maximizing inventory use and property management through ease-of-use interactions to save time and money.

My responsibilities included:

- Re-designing the information architecture and interaction design of time-share property management web application for desktops.
- Metamorphosing complex functions into an intuitive user interface solutions based on user needs, allowing them to open multiple member contracts in a single window view so that they could perform different tasks with the contracts.
- Brainstorming ideas with stakeholders to re-design the UX of the existing property management web application. Interviewing end users of the application and their supervisors to identify hard to use segments and bottlenecks in the application.
- Observing users as they use the application and documenting findings on UX problems.
- Creating presentations and videos to demonstrate major UX issues in the existing application as part of the successful project pitch.
- Creating user personas, task flows, scenarios, low and high fidelity wireframes.
- Usability testing of the redesigned user interface and iterated design according to usability results to optimize user experience.
- Working collaboratively alongside business analysts, developers and visual designers to ensure a smooth and intuitive user experience.

3. UX Architect (Consultant) Mednax Notational Health Systems

Project: Responsive web billing application for physicians to view claims and billing statuses from their mobile devices.

Goal: Improving patient care and revenue maximization through an optimal UI/UX to the entire billing workflow to increase product adoption.

My responsibilities included:

- Conducting interviews of physicians for detailed mapping of the existing manual medical billing process.
- Creating user journey maps to know how physicians can submit medical billing claims and service their patients.
- Conducting card sorting along with brainstorming sessions with stakeholders to understand existing billing problems and finding desirable solutions.
- Mapping processing in flow in diagrams to picture existing task flows to optimize processes based on user journey history in the proposed solution.
- Creating simple information architectures for what was originally a messy and complicated system and custom crafted it to make interactions easy for users of the complex software.
- Creating low and high fidelity wireframes and iterated them to come up with a simple, intuitive, flexible and engaging design based on user needs.
- Creating and providing UX documentation including user personas, user journey maps, illustrated storyboards, user flow diagrams and scenarios.
- Working with visual designers to transfer the UX approach to the visual design.
- Reviewing UI during and after front-end development of the application to make sure the UX design visualization are accurately translated into the program during the application's development.

4. UX Architect (Consultant) Florida Virtual School

Project: Student K-12 admission and registration web application

Goal: Creating an intuitive user interface which provides an application which allows students to complete enrollment and registration tasks easily and painlessly.

My responsibilities included:

- Researching how teenagers use computers and understanding the interface expectations of a generation which grew up with computers, mobiles and the internet.
- Participating in interviews of K-12 students to learn exactly how students register and enroll in online courses.
- Creating profiles for different types of users including parents, guidance counselors, and students.
- Brainstorming and sketching ideas with BAs and other stakeholders to determine user goals and desired features within the application.
- Creating flow diagrams and information structure based on user experience at each stage of the development process.
- Creating quick mockups for stakeholder groups for on-the-go critiques and revisions.
- Creating different interface options for testing in student focus groups to select best approach.
- Reviewing UI during and after front-end development of the application to make sure the UX design visualization is transferred during application development.

5. UX Architect (Consultant) Kerzner International

Project: Designing user interface for a web application-based reservation system for Atlantis, Cove and One & Only Resorts and Atlantis: The Palm Jumeirah Dubai.

Goal: Redesigning reservation system without using Adobe Flash so that the user experience is fast and seamless to let users make reservations in just a few clicks.

My responsibilities included:

- Analyzing the existing application's UX for improvements and UI for pitfalls and major problems which were then presented to the stakeholders.
- Serving as a bridge between the technical and marketing teams to fulfill their UI requirements and limitations without compromising on user needs.
- Creating different information architectures for the reservation application which was then tailored to the websites of the resorts.
- Simplifying the user interface for a site where the booking engine and website work seamlessly to drive direct bookings and increasing profit for the company.
- Introducing the contemporary approach of map interaction allowing guests to find resorts based on the activities they like, room types, pricing, availability and special offers – an immensely popular and successful feature among users visiting the websites.
- Creating multiple iterations of low and high fidelity wireframes to trace the best UX approach to replace existing flash-based websites with an innovative and interactive design for complex information.

6. UX Practice Lead AAJ Technologies

As a client-facing Practice Lead for the User Experience team, I worked on complex enterprise-wide projects for various clients. Along with leading the UX design team, I also pursued UX business development opportunities at both new and existing clients. In project proposals, I advocated UX perspective by outlining project scope, defining activities, and estimating delivery timelines. I also helped build standard UX practices by creating go-to-market strategies, and UX offerings through an internal roadmap.

During my tenure at AAJ technologies, I worked on the UX aspect of many in-house client projects including:

Miami Children's Hospital

Florida Highway Safety and Motor Vehicle

Florida Department of Education

Florida Division of Emergency Management (FDEM)

Florida Fish and Wildlife

Seminole Gaming

Jet Careconnect

JetInsure