




ABRAHAM DANIEL

UX Architect with 19+ years of experience. Certified in HFI CUA, Google UX Design, HCD IDEO.org, UX for AR/VR/MR/XR, CSM, Google Analytics IQ, Google Digital Marketing and De Bono Critical Thinking.

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Currently in Oman 
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WORK EXPERIENCE

Portfolio

<https://abrahamdaniel.com>

Muscat, OM
Apr'19 - till date

Head of UX and Design Ooredoo

Building & leading a highly collaborative team. Driving the design strategy. In-charge of user interviews, usability tests, focus groups, etc... to enhance the experience. Activities include: Performing user research and explaining the results to internal and external stakeholders. Developing personas and usage scenarios. Conducting usability testing. Creating wireframes, storyboards, sitemaps and screen flows. Creating product prototypes. Analyzing user feedback and activity, and iterating to enhance the user experience. Assisting with content development. Conducting competitor and customer analysis.

Colombo, LK
Feb'18 - Feb'19

Chief User Experience manager Axiata Group (Dialog)

Driving human-centered design for the digital initiatives in Fintech & Telecom. Hands-on with user research, journey maps, IA, design, prototype & usability tests.

Bengaluru, IN
Sep'14 - Feb'18

User Experience architect Reliance Industries Ltd. (JIO)

Responsible for user experience & design of eCommerce & telecom initiatives. Part of the core group that launched AJIO.com. Worked on JIO.com, Reliance Trends etc...

Bengaluru, IN
Dec'13 - Sep'14

Lead UX consultant Capgemini Consulting

Worked on the eCommerce platform (Mobile and Desktop) of the 2nd largest US retailer, TARGET corporation. Responsible for user research, experience & interaction design, and accessibility.

Bengaluru, IN
Feb'09 - Dec'13

Chief Product and UX officer TouchWeb Technologies

Responsible for product strategy, human-centered design & development in a Swiss-Indian startup of which I was a founding member.

Bengaluru, IN
Dec'05 - Dec'08

Lead Web Developer JGE Enterprises

Web developer for a US-Indian startup. Specialized in PHP, ASP.net, JavaScript, etc...



ABOUT ME

UX leader managing design teams across multiple projects, with a track record of successfully evangelizing design systems and synthesizing user-centered design through user research, interviews, usability tests, etc...

Education in Computer Science & Psychology has aided me to build engaging & usable design solutions in Digital Commerce, BFSI, Telecom, and



EDUCATION

- Behavioral and Social Psychology
Certificate in Psychology
University of Toronto
2019 - 2020
- Information Systems
Executive MBA
IIMA
2009 - 2010
- Computer Science and Engineering
Bachelors in Technology
Cochin University of Science and Technology
2000 - 2004



CERTIFICATIONS

- Google LLC
Google UX Design Specialist
- Human Factors International
Certified Usability Analyst (CUA) - HFI
- IDEO.org
Human Centered Design
- University of Michigan
UX in AR/VR/MR/XR
- Udemy
Master in UX and Interaction Design
- Scrum Alliance
Certified Scrum Master
- Google Analytics
Google IQ Certification

METHODOLOGY



TOOLS & SKILLS

- Wireframing**
 - Axure, Balsamiq
- Prototyping & Collaboration**
 - Invision, Marvel, Principle
- Visual Design**
 - Sketch, Adobe XD, Photoshop, Illustrator
- Design workflow management**
 - Abstract
- Design Handover**
 - Zeplin
- Design System**
 - Invision DSM
- Analytics**
 - CrazyEgg, GA, Flurry
- Diagrams and Charts**
 - Draw.io, Lucidcharts, Cacoo
- Interactions and Motion Design**
 - Adobe AfterEffects, Maya 3D

SOME OF MY WORK

