



ABRAHAM DANIEL

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

danny.mail.me@gmail.com

Currently in Bengaluru 
[+91-9886391305](tel:+91-9886391305)

WORK EXPERIENCE

Portfolio

<https://abrahamdaniel.com>

Muscat, OM
Apr'19 - till date

Head of UX and Design Ooredoo

Building and leading a highly collaborative team. Driving experience strategy, design vision, roadmap, and governance. Responsible for user interviews, usability tests, focus groups, and other research to enhance the experience. Performing user research and presenting findings to stakeholders. Developing personas and usage scenarios. Conducting usability testing. Creating wireframes, storyboards, sitemaps, screen flows, and product prototypes. Analyzing user feedback and activity to improve the experience. Assisting with content development. Conducting competitor and customer analysis. Delivering revenue impact and cost optimization.

Colombo, LK
Feb'18 - Feb'19

Chief User Experience Manager Axiata Group (Dialog)

Driving human-centered design for Fintech & Telecom; led research with 20+ users, enabling 30+ design improvements and 25% faster onboarding.

Bengaluru, IN
Sep'14 - Feb'18

User Experience Architect Reliance Industries Ltd. (JIO)

Responsible for UX and design of eCommerce and telecom initiatives. Core team member in launching AJIO.com; contributed to JIO.com, Reliance Trends, and other digital products.

Bengaluru, IN
Dec'13 - Sep'14

Lead UX Consultant Capgemini Consulting

Led UX for Target (2nd largest U.S. retailer) mobile and desktop eCommerce, driving 8-15% conversion growth, reducing checkout drop-offs by 10-20%, and delivering WCAG 2.0 AA-compliant experiences.

Bengaluru, IN
Feb'09 - Dec'13

Chief Product and UX Officer TouchWeb Technologies

Founded & led product strategy & UX, boosting user adoption 35%, engagement 40%, acquiring 5000+ users in the 1st year, & contributing \$200K in revenue.

Bengaluru, IN
Dec'05 - Dec'08

Lead Web Developer JGE Enterprises

Built and maintained 5+ web apps with PHP, ASP.NET, JavaScript; optimized databases and cut page load time 20% for 500+ users.

ABOUT ME

UX leader managing design teams across multiple projects and omnichannel initiatives, with a proven track record of evangelizing design systems and applying user-centered design through research, interviews, and usability testing. With a background in Computer Science and Psychology, I have spent the last 19 years creating engaging and usable design solutions for Digital Commerce, BFSI, Telecom, and Media.

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**
FigJam, Miro, Invision, Marvel, Principle
- Visual Design**
Figma, Sketch, Adobe XD, Photoshop, Illustrator
- Design workflow management**
Abstract
- Design Handover**
Zeplin
- Design System**
Invision DSM, Storyboard
- Analytics**
Microsoft Clarity, CrazyEgg, GA, Flurry
- Diagrams and Charts**
Draw.io, Lucidcharts, Cacao
- Interactions and Motion Design**
Adobe AfterEffects, Maya 3D

SOME OF MY WORK

