Subhan Ali
UX Designer, UX Architect & Product Design
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Design, I believe, is the creative blend of parameters chosen aptly to fulfill and evolve the intent, capture the elegance and create a delightful experience

DESIGN SKILLS

- UX, Product Design, Interaction Design
- Journey Map, Service Design, DLS
- Design Thinking Methodology
- Stakeholder Co-creation
- Contextual Research
- Responsive Web, Mobile Design

KNOWLEDGE AREAS

Interaction Design **Product Design**
Service Design **Usability** **Design System**
Information Architecture UX Strategy
Wireframe **Interaction Patterns** RWD
Visual Design iOS/Android Guidelines
Accessibility(ADA) AWS CI-CD Big Data
EPIC MediTech AI/ML **CSS** HTML

EXPERTISE

Figma, Sketch, Adobe, Framer
Journey Map
UX, IA, Heuristics
Style guide, Design System
Collaboration, Presentation

CERTIFICATIONS

◇ UX Research, Journey Map
◇ Figma
◇ Design for WCAG
◇ Design Thinking, Agile
◇ Generative AI

EDUCATION

Master of Design, 2004
Post Grad in Product Design
Indian Institute of Science

B. Arch, 2001
Bachelor of Architecture
Mumbai University

portfolio

linkedin

SUMMARY

*Passionate UX Designer, with 16 years of creating efficient user centered products. With a perspective from my diverse experience, I contribute in the early phase as a **Design Thinker**, while in later phase, engage as a UX Lead, to craft meaningful experience and interaction design solutions. I am proficient in collaborating with cross-functional teams and managing stakeholder expectations to enhance impactful flagship products.*

PROFESSIONAL SUMMARY

16+ of experience in Interaction Design, UX design solution and creating IA, task flow, wireframes, mockups, prototypes and visual design assets as handover for development in agile environment. Proficient in Design Systems, Design Tokens, Interaction Design, UX Strategy, Ideation. Possess deep understanding of HTML/CSS, enabling effective collaboration with developers.

13+ years of experience in designing for responsive web, iphone and Android for various domains.

11+ years of experience assisting user research, qualitative analysis. Providing usability analysis, participating and supporting the usability team with testing related activities.

7+ years of product experience owning the UX design while supporting concept design exploration, presenting solution and ideas to leadership. Conducting workshops, evolving flagship products, collaborating with Product Team, stakeholders and if needed, mentor or sensitize the dev team to UX.

7+ years of working with tools like Figma, Adobe Suite, Sketch, Mindmup, Xmind and other tools to create journey maps, mindmaps and UX deliverable. Capable of quickly adapting to new tools and technologies Framer, Webflow, Miro, and related tools like Tokens Studio for Design Systems.

PROFESSIONAL EXPERIENCE

Deephealth OS - Radnet | 2023 onwards
UX Architect/Product Designer, Product Innovation

- Evolving an OS that formed the core of the radiology business, while working with considerations of hardware and software capabilities.
- Discovery sessions, Meeting end users, gathering feedback for the proposed design approach and understanding the nuances in their work routine.
- Leading a team of designers and developers to guide them towards a framework oriented design for the UX solution. Mentoring the team to use a tokenized approach.
- Maintaining a Design Language System, creating a pipeline from design to dev handover. This increased efficiency of the team by about 80% for changes due to updates from stakeholders.
- Managing and delivering across multiple tracks of Diagnostic, Technologist, Operations workspace as part of the OS Platform while migrating to the cloud based solution.

Healthcare Triangle | 2016 - 2023
UX Architect/Product Designer, Flagship products

- Leading the product design of readabl.ai® to efficiently manage documents and narratives using OCR + Machine Learning and integrate with EPIC database for a hospital having over 25 locations across the U.S. Followed a customer-oriented design approach for interactions and features that improves efficiency of healthcare professionals.
- Designed the UX for DataEZ platform performing the entire cycle of data ingestion, extraction, and transformation (ETL) and visualization. The platform enabled automation for functionalities including data pipeline management, cloud monitoring, and provisioning as part of one-click deployment initiative.

- Orchestrated design by gathering feedback from user research and inputs from the business team for incremental deployment to the cloud, presenting to the stakeholders, business users, VP for product development and driving design decision.Designed an ecosystem for elderly care called STAYsmartcare. Provided a solution design that will encompass the Regional users who monitor the health remotely. It also caters to end consumers to benefit from the various heath tracking devices for their care in the comfort of their home.

- Designed a web-based security tool, Automaton, that is used by GE and health care companies. Evolved the proprietary tool primarily based on cloud with automated fixes for incidents.

- Managed the UX design and development handoff as well as supervising development support by creating wireframes and prototypes while working with dev and QA to create test scripts.

- Contributed to business initiative, created concept designs to explore MVP solutions
  - Healthcare App that incorporates AI/ML using a predictive model for assisting in safer prescription.
  - Designed an ecosystem integrating AWS Rekognition to perform image processing for facial recognition.
  - Security App for monitoring and alerting at various stages of data ingestion with the help of bots.

- Working with huge data driven design applications for healthcare, advocated design approach to align with Cloud infrastructure, CI -CD pipeline and data pipeline. Mentoring and Supporting design and development team in an agile environment

Persistent Systems | 2015 -2016
UX Architect
Supported various clients of Persistent Systems, an implementation partner, for UX Solutions. Specific project tasks included:

Project: Hackensack Hospital
- Proposed and executed design solutions for a patient centric application to help them connect with the hospital and reduce the paperwork while registration, minimizing wait times and helping access care efficiently.

- Enabled easy access to health records from EPIC, make appointments and search for physicians, follow-ups and health programs.

- Conducted primary and secondary research interviews, creating Journey Maps and understanding touchpoints, identifying opportunities for improvement and design. Presented the insights and findings to leadership and stakeholders.

- Created new UI flows, interaction design patterns and intelligent features as part of solutions to the touch points identified to provide meaningful interaction and an experience of delight. Some examples:

  - Nav-Assist to enable navigation to the premises and extending it to guide patients within the premises as well
  - Smart Reminders using historic average data to remind based on time and day to reach the hospital from current location
  - Front Desk Alert for faster check-in and efficient visits for the patients

Project: iHub, WellsFargo, Fintech
- Designed a platform to work with the iHUB tool for Wells Fargo that would enhance the work of business analysts, quality assurance, and end users in maintaining huge data sets and managing them online, which had so far existed offline in the form of Microsoft Excel data.

- Created a centralized solution to manage the datasets and help create features to analyze, transform data and generate custom reports.

- Provided UI pattern for data lineage that helped maintain and track audit features.

Project: CEO Portal with ADA compliance, Wells Fargo
- Researched and analyzed the existing CEO portal to arrive at design soultions and recommendations for making it WCAG/ADA compliant.

- Redesigned the UX framework to accommodate accessibility guidelines as per WCAG

- Contributed to their existing design system based on Bootstrap with components customized for Wells Fargo.

Infosys | 2008 - 2015
Sr. UX Designer
Worked for various clients of Infosys in the domains of Insurance, Logistics, Retail, Healthcare, e-Learning, and Finance. Clients included PwC, Hitachi, Kraft, Avon, Allstate, and Norfolk Southern among others. Designed solutions of intra-modal applications, corporate websites, and support applications resulting in a unique navigation that enhanced the experience.

Contributed to xPortal, a Design System with UI patterns to be used org wide at Infosys for UX team to start with 'boiler plate' designs quickly and for business team to put together a sales deck easily by combining components, page-types and helping in getting a quick set of documents for business proposals.

Involved in Usability Lab program set up and participated in usability reviews using eye tracking technology. Performed usability review with Nielsen's Heuristics and usability principles. Specific project responsibilities included:

Project: Enterprise Mobility Program, PwC, Fin-tech

- Worked with PwC to enable the digital transformation as part of their Enterprise Mobility Program, a 3-year program that involved transforming the intranet and internet applications of PwC to be made available on the mobile platform.
- Designed the UX for a slew of products that were to be used by PwC executives and their client users nationwide. Designed apps for iPhone, iPad, and Android for the business executives and proposed a unified approach for their application, with the corporate branding guidelines.
- Facilitated requirement gathering and presented approach, design solution to the team of stakeholders, collaborated with business analysts, technical architect, project manager, and development lead to drive the UX track.
- Created a UI Patterns, sitemap and navigation model that enhanced efficiency. (The mobile app was 20% faster than the desktop version)
- Responsible for ideation of concepts that would facilitate PwC in their interaction with their clientele. This included interview sessions with their employees to provide an understanding of their use cases and gather feedback to incorporate into the apps.

Project: Healthcare SimChart, Eslevier

- Designed the eLearning portal called SimChart, that helps staff and students with their study. Redesigned the framework as part of the earlier phase for Eslevier engagement.
- Championed UX for SimChart 2.0, eLearning portal by Eslevier. Implemented effective, modular data capture for nurses, reduced cognitive load by 20% using visuals instead of overwhelming text only inputs to assess or take readings.
- Collaborated with the business team and stakeholders as part of Technology group for Usability/design inputs in an agile mode, participating in collaborative JAD sessions with Tech Lead, BA, SME and Business users to streamline requirements.

Project: William Sonoma, e-commerce and retail

- Designed framework for Kiosk-based touch interface for a retail Point of Sales across William Sonoma and its various business fronts including Pottery Barn, West Elm, and Pottery Barn Kids.
- Identified stakeholders, conducted user research and interviews, and gathered feedback after the design implementation to understand and revise the designs accordingly.
- Participated in User Testing post implementation to identify any hurdles and understand the way users interacted with the point of sales for further enhancement.

Emantras | 2005 - 2008
Product Designer

- Researched and studied the Australian market to develop consumer centered products and design ideas.
- Designed suitable products for Arlec to help grow their vision and business.
- Recommended solutions to popularize their product, Lednium with go to market concepts.
- Supported the end-to-end product design from concept to engineering.
- Managed and collaborated with design team to cater to requirements of Arlec and ensure delivery.

Other Explorations

- Enabled a startup, Fitoori ⏏, from inception to 'shopify' stage, a jewelry co-creation hub for customers to own their fashion statement.
- Experiment with CSS (Example ⏏) to test the capabilities/limitations; inspired by Rachel Andrews, an Invited Expert at W3C for CSS.
- Explore AI/ML concepts to gain a working knowledge. By feeding a group conversation, created a chat model inspired by this article ⏏ to auto generate content to mimic the conversation of the members, with about 40% relevant chat content and 80% realistic user details.
- Volunteered for Pathfinder, the Infosys Foundation initiative to help explore career opportunities across the organization. Created a unique interaction and visualization to explore the horizontal as well as vertical growth options.
- I have also worked along with the founder of Gravit Designer to test and provide product inputs. This tool was later bought by Corel.
- One of my customization on a gaming platform addressing usability was so popular, that many ended up using my mode and eventually the platform absorbed my customization and published it as a upgrade release

- Case Study ⏏