Hesam Andalib

Senior Experience Designer with years of experience crafting user-centric experiences for mobile, web applications, and next-generation interfaces leveraging systems and design thinking. Adept at translating complex problems into intuitive and beautiful solutions across all touchpoints. Passionate about human-centered design and fostering collaboration to drive user engagement and business success.

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Work Experience

AT&T   June 2021 – Present
Senior UX Designer

- Led the design and implementation of a streamlined purchase experience for wireless products in AT&T retail stores and customizing the Salesforce design system for Tablets
- Spearheaded the design of a future-state, multi-platform purchase experience for AT&T's converged products, ensuring a seamless user journey across digital sales channels
- Developed a comprehensive experience strategy for AT&T's Device Insurance products, considering all sales channels and customer needs to enhance user satisfaction and drive sales.

Nokia   Sep 2020 – Dec 2020
Interaction Designer

- Collaborated with Nokia Venture Studio team for designing a remote collaboration platform
- Created user journey maps, storyboards, personas, archetypes, and empathy maps

Sentier Strategic Resources   May 2020 – Aug 2020
UX Designer

- Collaborated in a project for designing a mobile app to support community giving behaviors
- Designed low fidelity prototype and tested it with RITE method with 11 users

CPMC   2016 – 2019
Founder & Designer

- Established and managed a creative design studio with integrated design-build business model
- Designed and supervised more than 10 high-quality published projects in 5 years of practice

Education

University Of Texas At Austin
M.Sc. Information Science

Sep 2019 – May 2021

Some courses taken:
Rapid Prototyping and Lean UX, Usability Testing, Projects in HCI, Interaction Design, Virtual Environments,
Product Management, Python Programming, Introduction to AI/ML

National University Of Iran
M.Sc. Project Management

Jan 2011 – Aug 2013

Specialization:
Design Management Methodologies

Art University Of Isfahan
Bachelor Of Architecture

Sep 2006 – Sep 2010
Some skills learned:
Graphic design, Freehand sketching, 3D modeling, Visualization and rendering, layout design

Skills

UX Design & Research
- Wireframing
- User Journey Mapping
- Prototyping
- Storyboarding
- Story Mapping
- Service Blueprint design
- Voice UI design
- Interaction Design

Design Software
- Figma
- Adobe Photoshop
- Adobe Illustrator

Programming
- Python
- Javascript
- C#

Other skills
- 3D modeling
- Illustrating
- Graphic design
- Photography