


Hesam Andalib

UX & Product Designer with years of experience crafting user-centric experiences for mobile, web applications, and next-generation interfaces.

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Experience

AT&T

Austin, TX | 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 iPad OS
- Achieved shortening the time for device upgrades in AT&T stores by 39% decreasing the number of steps that store reps need to take and removing 11 out of 17 pain points in the flow
- Established a novel design measurement methodology that can help designers and business partners see impact of design compared to the current state flows. [Published the details of this method in an article on Medium through UX Planet](#)
- 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 customer experience strategy for the multi-billion dollar AT&T Device Insurance products, considering all sales channels and customer needs to enhance user satisfaction and drive sales

Nokia

Austin, TX | Sep 2020 - Dec 2020

Interaction Design Intern

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

Sentier

Austin, TX | May 2020 - Aug 2020

UX Design Intern

- Collaborated on designing a mobile app to support community-giving behaviors during the Covid-19 pandemic
- Designed a low-medium fidelity prototype and tested it with the Rapid Iterative Testing(RITE) method with 11 users

CPMC

Isfahan, Iran | 2016 - 2019

Founder & Designer

- Established and managed a creative design studio with an integrated design-build business model
- Achieved more than 100% growth year over year in revenue
- Designed and supervised more than 10 high-quality published projects in 5 years of practice

Education

University of Texas at Austin M.S. Information Science | UX track

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.S. 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

Programming

Python; Javascript; C#