

## UX Designer

# AMMAR MULTANI

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### Education

- **Bachelor of Science:** Software Engineering - 2018, University of Texas at Dallas, TX
  - **Master of Art:** Interaction & UX Design - 2021, University of North Texas, TX
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### Experience

#### IBM UX Designer August, 2018 to Current (Dallas, TX)

- Worked closely with cross-functional team to design and deliver template presentation decks to utilize when presenting to enterprise clients.
- Completed detailed design layouts and developed tasks for front end public and internal dashboards as well as challenging animations.
- Improved design flows by 60% and generated by 40% by performing user research, heuristic evaluations and visually designed conversion optimised landing and product pages in Figma.
- Facilitated & co-created multiple enterprise design thinking and whiteboarding strategy sessions with stakeholders, including but not limited to clients such as Anixter, State Farm, & Sentara.
- Designed application prototype, Agent Companion, for State Farm during a Design Thinking event-Statistics for the application, increase customer satisfaction by 90%, save costs by reducing annual follow-up calls, ultimately saving \$1.78M and an increase in State Farm agent satisfaction by 80%.

#### 7-Eleven UI Intern June, 2017 to August, 2017 (Dallas, TX)

- Worked directly with product engineering teams to understand and troubleshoot existing 7-Now product solutions while communicating research-based user needs to develop improved user-centric solutions.
- Designed logos/branding for internal teams and projects, as well as sticker and button designs for a strategic product launch distributed to several hundred site employees.

#### Media Gate Software Engineering Intern & UX Design Intern September, 2015 to August, 2017 (Dallas, TX)

- Utilized UX, visual design, PHP, and HTML/CSS/JavaScript skills to take an internal research organization tool from an MVP stage to a full-fledged platform for use and reference by several dozen researchers as well as a much broader base of other designers and engineers.
  - Improved the user experience by custom developing a front-end interface system that eliminates the need for everyday users to access a complex CMS back end.
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### Projects

#### Neiman Marcus Product Designer

- Analyzed UX problems and create on-brand design solutions that meet measurable business requirements and goals
- Incorporated market analysis, customer feedback, technical constraints, and usability findings into design
- Partnered with the technology team to ensure that the scale offered by Neiman Marcus is leveraged without compromising on core experiential principles

#### Allstate UX Designer

- Ideated creative solutions and led conceptual design to reimagine digital experiences in insurance.
  - Redesigned an interactive iOS app and responsive site design for a new public-facing project with 100,000+ existing users.
  - Facilitated iterative evaluations of user-interface designs (usability testing, mock-up interviews, heuristic reviews, qualitative and quantitative measures).
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### Tools

Sketch, Figma, Adobe XD,  
Illustrator, PhotoShop, Lightroom,  
Premiere, Final Cut Pro

React.JS, HTML, CSS,  
Swift, Objective-C, Node.JS