

Besnik Ajazi

UX/UI Designer Lead

Interactive Designer
Product Designer

Work Experience

PRODUCT DESIGNER LEAD
Karsun Solutions, LLC
Client: FAA
OCTOBER 2020 - PRESENT

INTERACTION DESIGNER
Nova Technologies
JUNE 2020 - OCTOBER 2020

UX STRATEGIST
CONTRACTOR
International Logic Systems
Client: Amtrak
FEB 2019 - JUNE 2020

UX DESIGNER / STRATEGIST
FREELANCE
Creative Circle
Client: Streetsense
NOV 2018 - FEB 2019

UX STRATEGIST
CONTRACTOR
Highlight Technologies, LLC
Client: General Services
Administration
JAN 2018 - NOV 2018

INTERACTION DESIGN LEAD
Fulcrum/ BioQuest
JUN 2015 - JAN 2018

UX-UI DESIGNER
Cooper Thomas, LLC
JAN 2015 - JUN 2015

INTERACTION DESIGNER
AIPAC
MAY 2014 - JAN 2015

UX-UI DESIGNER
ATIS
JAN 2014 - MAY 2014

INTERACTION DESIGNER
Net Vision Studio
JAN 2004 - JAN 2014

I care about the details and consider the motion design of affordances to be crucial in creating effective, intuitive interfaces. I like prototyping – it helps me think through interaction models and new possibilities.

Key Achievements

Responsible to find alignment between the user's needs and FAA's visual products, creating a guide decisions, and prioritize feature requests on how best to improve the overall product design and collaboration between cross-functional team.

- Responsible to turn their needs into user flows, journey maps, empathy maps, wireframes, mockups, and prototypes.

Responsible to link everything together: target market, brand, visual story, written language in a memorable campaign for a Startup company.

- Drawing a Visual Storytelling and building a marketing strategy that leverages compelling narratives, placing our customer at the heart of the story.

Maintained a clear understanding of the business goals and user needs, identifying and articulating high-impact research questions and opportunities, while continuing to drive strategic design decisions.

- Evaluated and measure the outcome for each design sprint to provide recommendations on how best to improve the overall product design and collaboration between cross-functional team.
- Designed the hiring process, grew the headcount across design operations and product design from one to five and led multiple design projects.

Fostered collaboration with brand and growth teams, contractors, and product managers; closed the feedback loop while improving processes like design reviews, roadmap planning, and grooming; elevated usability to world-class product aesthetics.

- Performed UX audit, identifying usability issues that inhibit control, clarity, and ability to perform fundamental tasks.

Worked with the GSA's Business Analysts to integrate and implement their strategic design decisions to merge ten "legacy" award sites into one system.

- I worked with user stories within a given design sprint to ensure objectives, goals, and requirements are clear, and led by user research.
- Used storytelling to communicate high-level concepts and research insights in presentations, reports, and workshops.

Planned and executed operations touchpoints, improving systems, processes, and communication methods in an Agile, async context with cross-functional stakeholders.

- Advocated for and evangelized the inclusion of client feedback, impacted the definition and execution of data-informed design, and improved the retention for product enhancements and the adoption of new products and features.

Responsible for interaction design, and visual design for 'QIS'—a web-based application for ILC (Integrated Life Choices)

- for capturing data, alerting them of opportunities, providing tools for data analysis, and archiving the data.

Transformed wireframes into a clickable prototype for "AIPAC Policy Conference 2015" event landing page.

- Garnering qualitative data through user interviews and quantitative data through user testing methods.
- Executed ethnographic and usability studies to evaluate web and mobile design.

I conducted research into the needs, wants, and working methods of "ATIS 'Smart Cities" and their clients.

- This research then fed into my initial prototypes, which sold the vision to the client and set the benchmark for the project.
- I created a landing page within the realm of marketing and advertising for the AMOC 2015 project.

Optimized user engagement for brands such as Coca-Cola, FIFA, World Bank, and USAID.

- Built prototypes, created mockups and designed style guides in the sketch.
- I designed all of the branding, user experience, and visual designs from wireframing through to high fidelity mock-up through demo.

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Toolset

wireframing and prototyping tools

Sketch, Invision, Invision Studio, Figma, Marvel App, Adobe XD, Photoshop, Canva, InDesign and Illustrator.

clickable prototypes frameworks

HTML 5, CSS 3 (CSS Preprocessors | Sass & LESS), Bootstrap 3-4, Material Design, JS, jQuery, Flexbox, Foundation, Animate.css, Magic Animations.

team's collaboration tools and methodology

Agile Scrum: Product Backlog Creation, Sprint Planning, Scrum Meetings, Testing and Product Demonstration

Confluence and **Jira** Frameworks, **Slack**, **Invision**, **TFS**, **Git**

Skillset

I have experience working with teams to brainstorm and whiteboard concepts. I can create **wireframes at varying levels of fidelity**, and enjoy prototyping ideas. **I have some front-end coding experience**, and enjoy working with devs to build ideas out.

Education

Academy of Fine Arts of Tirana

MASTER OF FINE ARTS
Stage design and animation
1990-1993

BACHELOR OF FINE ARTS
Art painter and graphic design
1984-1988

Certifications

Graphic Designer
Motion Design