Aziz Ghadiali

Product designer experimenting with multi-modal technologies

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Work Experience

Project Manager and UX Designer, CarMax *Jan'21 - Aug'21*

(HCI Masters Capstone Project)
Led a design team focused on innovating used car buying with multi-modal conversational agents. Designed the interaction model and developed a novel tool for testing the proactive agent with customers in real-time.

UX Designer, Electriphi (Now Ford Electriphi) *May '20 - Aug '20*

Built out the company's first design system. Redesigned the company's current enterprise energy management products. Designed the electric fleet TCO tool.

Product Intern, Electriphi (Now Ford Electriphi) *Sep '19 - Jan '20*

Led the design and development of a fleet electrification tool for Black and Veatch.

UX Design Apprentice, iLaunch Labs *Aug '19 - Nov '19 (Part-time)*

Conducted user research and designed development ready prototypes for 3 small business clients to revamp their brand identities and online presence.

UX Design Intern, Rubik Analytics *Jan '19 - Feb '19*

Derived insights from user research. Designed improvements for the AI-powered investment tool's search functionality and property pages.

Software Engineering Intern, ChargePoint *Jul '18 - Sep '18*

Worked on QA automation localization of enterprise SaaS application and test API for wireless EV charging.

Multi-Modal Design Projects

Context-Aware Proactive Voice Assistants *Nov' 20 - May '21*

Conducted user-centered research and design to prototype experiences for multi-modal context-aware proactive voice assistants for multi-person households. Feedback provided by Spotify Research.

Social Agents in Autonomous Vehicles *Nov' 20 - May '21*

Designed a social conversational agent to facilitate immersive music listening experiences in autonomous vehicles.

Inclusive Interface for Autonomous Vehicles *Sep' 20 - May '21*

Designed an inclusive and accessible smartphone-based interface design system to send & receive messages and control physical interfaces in autonomous vehicles. For Department of Transportation.

Education

Carnegie Mellon University
Aug 2021
Masters Human-Computer Interaction

Colby College
May 2020
B.A. Human-Computer Interaction
(Independent Studies)

Tools

Design + Prototyping

Figma, Sketch, Adobe XD, Illustrator, Photoshop, After Effects, ProtoPie

Coding

C, Python, Java, JS, React

Skills

UX Design

Interface design and prototyping, multi-modal design, conversation design, design system creation, information architecture diagramming, interaction modelling

UX Research

Contextual inquiry, speed dating, experience prototyping, semi-structured interviews, affinity diagramming, journey mapping, persona creation

Technical

Understanding of technical best practices, capabilities, and limitations of desktop, mobile, and conversational interfaces