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. Delivered an interaction model, a novel tool for testing the agent, and a plan for integrating the agent across contexts and modalities.

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

Built out the company's first design system. Redesigned the company's enterprise energy management products. Designed and helped deploy the electric fleet TCO tool for customers to geneate new, differentiated value.

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 and designed improvements for the Al-powered investment tool's search functionality and property pages.

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

Worked on QA automation localization (EU languages) of enterprise SaaS application and novel test API for wireless EV charging.

Multi-Modal Design Projects

Context-Aware Proactive Voice Assistants' 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.

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