

ALI ASGHAR AAMIR

WWW.ALIASGHARAAMIR.COM

P&G x PURDUE UNIVERSITY

User Experience Designer

Collaborating with the P&G Amazon team to uncover design insights through interviews, experience maps, card sorting, conceptual diagrams, sketching, visual mockups, and prototypes to make widgets to optimize the Amazon mobile application.

WEST LAFAYETTE, IN / AUG 21 - PRESENT

LUMS

Course Delivery Partner - CS/PSY262

Responsible for designing, teaching, and grading a summer course for a non-design audience on human-centered design, technology, and human behavior.

REMOTE / JUN 21 - JUL 21

CHISEL @ LUMS

Research Assistant

Conducted contextual inquiries, interviews, focus groups with stakeholders, mockups, development, and evaluations for 5 grant-based research projects on training and improving accessibility through VR, pedagogy, and storytelling and gamification for children.

LAHORE, PK / JUN 19 - MAY 21

EDUCATION

PURDUE UNIVERSITY

MS Computer Graphics Technology (UX Specialization)

RA for the Polytechnic Institute.

WEST LAFAYETTE, IN / AUG 21 - PRESENT

LUMS

Bachelors in Computer Science

Coursework in human-computer interaction, UX, VR, programming, and psychology.

CGPA: 3.52/4

LAHORE, PK / AUG 17 - MAY 21

FOUNDRY.PK

Internship Program Lead

Took major design interface decisions, formed the brand strategy, and led 3 UX internship projects on art and design, ethnographies, and student finances. Ensured effective delivery of final designs, reports, and prototypes to the clients.

REMOTE / MAY 21 - JUL 21

STEED SOLUTIONS

UI/UX Designer

Designed a cross-platform experience for travelers in Pakistan through market analysis, interviews, wireframes, hi-fi prototypes, and iterated on the designs through site metrics and usability testing for 7 use cases.

REMOTE / JAN 21 - MAY 21

SOCFILMS

Production Intern (film and photography)

Scripted, produced, and directed YouTube episodes for the two-time Academy Award and three-time Emmy Award winner, Sharmeen Obaid-Chinoy. Worked on frame counts for *Sitara*, a Netflix short film on child marriages under Sharmeen.

LAHORE, PK / JUN 19 - MAY 21

SKILLS

Survey	A/B Testing
Observation	Prototyping
User Journey	Film / Photography
Empathy Map	VR / Full stack-
Usability testing	Development

TOOLS

Figma / Adobe XD	React Native
Photoshop	HTML / CSS3
Premiere Pro	Unity
Flutter	Unreal / Maya