

Ali Saleh

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EDUCATION	University of Michigan <i>User Experience Research and Design</i> <u>Courses:</u> Intro to UX Principles and Processes, Understanding User Needs, Evaluating Designs with Users, UX Design: From Concept to Prototype, UX Research at Scale: Surveys, Analytics, Online Testing	Ann Arbor, MI January 2019 - May 2019
	<i>Bachelor of Science in Computer Science</i> <u>Courses:</u> UI Development, App Development for Entrepreneurs, Web Systems, Statistics & Data Analysis	September 2014 - April 2018
EXPERIENCE	General Motors <i>Software Engineer</i>	Warren, MI July 2018 - present
	<ul style="list-style-type: none">• Lead design and development of tools and features to automate cloud service offerings resulting in a more productive and efficient agile environment• Engineer and enhance server provisioning process to better serve app teams and provide them with the best user experience by guaranteeing servers hand over within 24 hours• Collaborate with architects and engineers using user-centered approach to upgrade and maintain our cloud automation platform achieving 98% on-time service delivery with annual volume of 5000 servers• Establish business and functional requirements by developing and reviewing wireframes and task flows based on user needs while driving seamless cross team partnerships	
	Cengage Learning <i>Web Strategy and Development Intern</i>	Farmington Hills, MI August 2017 - March 2018
	<ul style="list-style-type: none">• Optimized and built customer facing applications to expedite permission requests while ensuring brand consistency and reusable code standards using front-end technologies and frameworks.• Conducted usability sessions to evaluate design decisions and improve user flows so educators and students can easily find product adoption information• Performed SEO analysis and competitor research to recommend changes based on industry best practices so upper management can make data-driven business decisions	
PROJECTS	Brookside Travel LLC <i>Website Administrator</i>	Northville, MI September 2016 - February 2017
	<ul style="list-style-type: none">• Created and customized e-commerce web pages using WordPress to promote travel services and products expanding agency revenue sources• Analyzed user behavior through Google Analytics to increase quality website traffic with the goal to improve user retention and business conversion rates• Planned and executed web, email, and social media marketing campaigns and surveys to improve customers engagement and satisfaction levels by offering related content materials	
	Pictone: Web app that allows users to listen to premade YouTube playlists with stunning slideshow photography. (https://pictoneapp.github.io/) <i>Summer 2019</i> <u>Milestones:</u> Wireframing, Mockups, Prototype, User testing	
	Giftify: Hi-fidelity mobile app prototype to enable gifts sharing without restriction to monetary values – <i>Best Design Award at MLH Local Hack Day</i> . (https://tinyurl.com/giftifydesign) <i>Fall 2018</i> <u>Milestones:</u> User discovery, Wireframing, Prototype	
SKILLS	inStock: Chrome extension to help shoppers find Amazon online products in nearby stores with price, stock, and store info displayed. (https://github.com/alimsaleh/inStock) <i>Winter 2018</i> <u>Milestones:</u> Requirements definition, Personas, Scenarios, Wireframing, Prototypes, User testing	
	Cultural Mind: Community-based web app for people to expand and share their cultural knowledge about the world. (https://tinyurl.com/culturalmindapp) <i>Fall 2017</i> <u>Milestones:</u> Requirements definition, User flows, Site map, Mockups, Prototypes, User testing, Surveys	
	UX: Requirements definition, Interviews, Personas, Scenarios, Sitemaps, User journeys, User flows, Sketching, Wireframing, Mockups, Prototyping, User testing, Surveys Design: Adobe XD, Illustrator, Photoshop, Sketch	
	Front-end: HTML, CSS, Bootstrap, JavaScript, jQuery, AngularJS, Grid systems, Responsive design	