

SHERIF TARIQ

SENIOR UX DESIGNER

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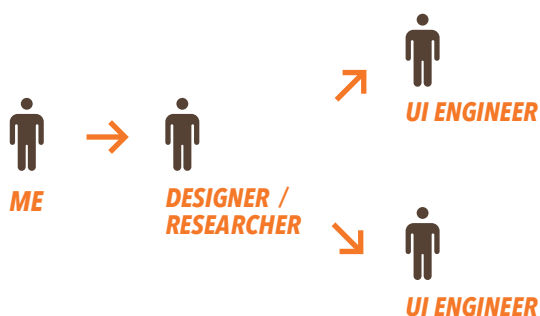
LINKEDIN.COM/IN/METANINJA

FLUFFANDLOGIC.COM

BFF.HOW

BEHANCE.NET/METANINJA

THIS IS THE TEAM THAT I BUILT AT EZLYNX



IN THESE LOCATIONS



PRODUCT MANAGERS

PRODUCT OWNERS

DEVELOPMENT TEAMS*



PRODUCT MANAGERS

PRODUCT OWNERS

DEVELOPMENT TEAMS*

THESE TEAMS

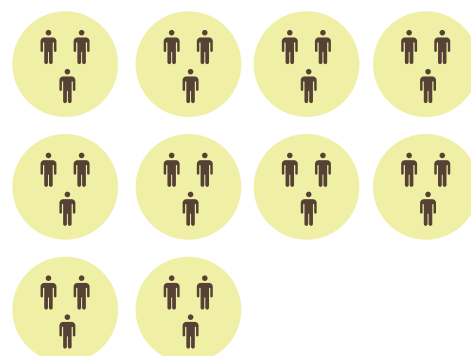
PRODUCT MANAGERS



PRODUCT OWNERS



DEVELOPMENT TEAMS*



* STICK FIGURES NOT REPRESENTATIVE OF ACTUAL TEAM SIZE. TEAM COMPOSITION WAS CLOSER TO 3-5 DEVELOPERS PER TEAM x 9-12 TEAMS, PLUS 2 CONSULTING TEAMS WORKING OFF-SITE, SO ... I DON'T KNOW.

USING THESE TOOLS

DISCOVERY

GOALS / LEAN BUSINESS CANVAS / VALUE PROPOSITION CANVAS / STAKEHOLDER INTERVIEWS / CONTEXTUAL INQUIRIES / REMOTE USER INTERVIEWS / CONTENT INVENTORY / SITEMAP / USER FLOWS / PERSONAS / CONTEXT SCENARIOS / MENTAL MODELS

IDEATION

WHITEBOARDING / PAPER PROTOTYPES / INTERACTIVE MOCKUPS / PROTOTYPES IN CODE

VALIDATION

USABILITY TESTING / QUICK A-B TESTING (NOT THE FANCY KIND)

UI ENGINEERING

DESIGN SYSTEMS / PROTOTYPES IN CODE / UI ENGINEERING

ANALYTICS

WE'RE JUST GETTING STARTED. MOSTLY GOOGLE ANALYTICS, SPLUNK, TESTING HOTJAR

WORK

EZLYNX

SENIOR UX DESIGNER. SEE PREVIOUS PAGE.
2016

2014
BUILD **BFF**, A PROTOTYPING TOOL FOR UX DESIGNERS LIKE ME WHO AREN'T SEASONED DEVELOPERS.

2013
ESTABLISH **USABILITY TESTING** AS A STANDARD PART OF OUR UX PROCESS.

SLALOM

2011
UX CONSULTANT. GREAT BOSSES. LOTS OF DIFFERENT CLIENTS AND PROJECTS. I LEARN SO MUCH IN SO LITTLE TIME.

I FINALLY READ **ELEMENTS OF USER EXPERIENCE. PROJECT GUIDE TO UX. COMMUNICATING DESIGN.** MIND. BLOWN.
2010

SYMON
ACQUIRED BY
RMGNETWORKS

UX ARCHITECT. MY FIRST EXPERIENCE AS A UX DESIGNER. BUT I HAVE SO MUCH TO LEARN. I MAKE LOTS OF MISTAKES BEFORE I START TO MAKE PROGRESS.

2008
MY FIRST THOUGHTS ABOUT UX. AT A CERTAIN POINT, I START TO QUESTION WHY. WHY DO WE WRITE FAQs BEFORE THE WEBSITE HAS EVEN LAUNCHED? WHO ARE OUR USERS?

HNTB

2005
WEB DESIGNER. MORE FOCUSED. JUST FRONT-END. BUT THERE'S SO MUCH THERE: SHAREPOINT 2003, 2007; SILVERLIGHT; WPF; FLASH; HTML/CSS/JAVASCRIPT. NEVER A DULL MOMENT.

**VERIZON
SUPERPAGES.COM**
NOW DEFUNCT

2004
CALL CENTER + WEB DESIGN. I LEARN HOW TO TALK TO PEOPLE. AND I BECOME A PHOTOSHOP PEN-TOOL NINJA. OH YEAH.

LAID OFF :-)

ADC
ACQUIRES COMMTECH

2001
JACK OF ALL TRADES. WEB DESIGN, DEVELOPMENT, HTML/CSS/JAVASCRIPT, FLASH, CD-ROM UIS, BACK-END DEVELOPMENT (ASP, COLDFUSION, JAVA, SQL, PERL, TOO MANY TO LIST), PRINT

COMMTECH

MY FIRST REAL JOB! I'M A **WEBMASTER!**
1998

2002 Master of Science, Computer Information Science

1997 Bachelor of Science, Electrical Engineering

EDUCATION