

TAAHA CHAUDHRY

UX/Product Designer

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PROFESSIONAL SUMMARY

After working with Series B startups to Fortune 500 companies as a UX/UI Designer and Front-End Software Engineer, I decided to finish my B.S. in Computational Cognitive Science at UC Davis (c/o '19), which focused on the intersection between design, engineering, and people. Currently, I am looking to use my past experiences and newfound education to help companies build and ship awesome, beautiful products and experiences.

SKILLS

UI/UX Design

User Research/Interviews, Needfinding, Personas, Journey Maps, Wireframing, Prototyping, Usability Testing, Sketch, Adobe Creative Suite, InVision

Programming

HTML/CSS, JavaScript, ReactJS/Redux, NodeJS/Express, MongoDB, Java, C, C++, Python, R, SQL

Product

Product Management, Product Strategy and Roadmap, Market Research, Agile Development

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS

B.S. in Computational Cognitive Science

2017 – 2019

Coursework: Human-Computer Interaction, Information Interfaces and Data Visualization, Web Development, Data Structures and Algorithms, Programming Languages, Computer Organization and Machine-Dependent Programming, Symbolic Logic (Propositional/Predicate), Statistical Analysis, Computational Social Sciences

WORK EXPERIENCE

RIDECCELL

San Francisco, CA

UX/Product Designer

January 2017 – August 2017

Ridecell provides a new mobility services platform for customers to launch, operate, and scale their transportation mobility services, such as car sharing or ridesharing. Clients included: BMW ReachNow, AAA Gig, Google, Facebook

- Developed a visual design language and product style guide to allow for modularity and consistency amongst the different platforms and products
- Ideated, iterated, and designed current and new features for the dispatch web application for car sharing and ridesharing customers
- Built and tested digital and paper prototypes to test user flows and interactions to design for optimal solutions
- Worked with product managers to research and create end-to-end product design use cases with technical constraints in mind
- Worked with launch managers to conduct market and user research to improve current and design new features
- Worked with engineers to refactor legacy codebase and increase modularity and feature implementation with React.js, Redux, and CSS Modules

IDEAN (part of CAPGEMINI INVENT)

Palo Alto, CA

UI/UX Designer

January 2015 – December 2017

Idean is a global creative design agency dedicated to delivering the best possible customer and user experiences, user interfaces, and front end software solutions for clients ranging from start-ups to fortune 500.

Clients included: VMware, Volkswagen Group (VW, Audi, Porsche), IBM, Ericsson

- Utilized design thinking and design processes to conduct user research/interviews, create customer personas and journey maps, and build wireframes, visuals, and clickable prototypes for mobile and web platforms
- Worked with project managers to develop product strategy and implementation roadmaps for new clients
- Worked with other interaction and visual designers to design beautiful, pixel-perfect and responsive digital products
- Participated in design and ideation workshops and brainstorming sessions with other internal design team members and clients to define the product design direction
- Worked with developers to engineer front-end deliverables and solutions to clients across different projects and industries