

TAAHA CHAUDHRY

UX/UI Designer

tbchaudhry@ucdavis.edu
408.256.0188
www.taaha.me
linkedin.com/in/taahachaudhry/

PROFESSIONAL SUMMARY

After working with Series B startups to Fortune 500 companies as a UX/UI/Front-End Software Engineer, I found my talent and passion lies in User Experience Design. 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: Data Structures and Algorithms, Programming Languages, Computer Organization and Machine-Dependent Programming, Symbolic Logic (Propositional/Predicate), Statistical Analysis, Human-Computer Interaction, Information Interfaces and Data Visualization, Web Programming, Computational Social Sciences

WORK EXPERIENCE

RIDECCELL

San Francisco, CA

Front-End Software Engineer

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.

- Doubled team productivity, tripled feature implementation, production, and release time, and increased product scalability substantially by refactoring legacy codebase to React.js, Redux, and CSS Modules providing modularity
- Increased international customer base by adding internationalization support
- Worked with PMs to develop end-to-end product designs and implementation roadmaps to create product style guides and develop current and new features
- Conducted market and user research to better design and implement current and new features
- Designed, prototyped, and tested current and new product features
- Engineered, tested, and maintained features for car sharing and ridesharing customers, including BMW ReachNow, AAA Gig, Google, Facebook, and university campuses
- Mentored and on-boarded 4 new engineers and 2 interns and averaged about 2-3 code reviews a day

IDEAN (part of CAPGEMINI INVENT)

Palo Alto, CA

UI Developer II

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.

- Worked closely with project managers, interaction and visual designers, and developers to design, develop, and deliver beautiful, pixel-perfect and responsive designs and solutions
- Develop product strategy and implementation roadmaps with PMs for new clients
- Utilized design thinking and design processes to conduct user research/interviews, create customer persona/journey maps, and build wireframes and visuals
- Designed, architected, and engineered 7 front-end deliverables to clients across different projects and industries, including VMware, Volkswagen Group (VW, Audi, Porsche), IBM, and Ericsson