

EXPERIENCE

Senior UX Designer, Healthline

May 2014-Jan 2017 (2 years)

Focus on increasing user engagement through a/b testing and designed health-related smartphone applications.

- Continually optimized the Healthline.com website by creating experiments to increase user engagement via A/B testing.
 - Win: One of my designs increased article sessions by 23%, or upto 18k sessions.
- Utilized Lean UX research methods to collaborate with product management to determine features for complex domains such as pharmaceutical drug content.
- Led the design of new smartphone apps, such as Knee Gym (exercise app), MS Buddy (chat app for condition-specific communities), Modify (a behavior modification app to lose weight).

Senior Interaction Designer, McAfee

July 2011-July 2013 (2 years 1 month)

Focus on e-commerce and web products in the consumer products division.

- One-Page Shopping Cart: re-designed the shopping cart experience from a static, multiple-page design to a dynamic, single-page design, with the goal of increasing conversion and reducing support costs.
- Dashboard: Ideated, tested, and implemented a new site moving from a simple download-only paradigm to a cloud-based dashboard one, allowing customers to monitor and manage multiple devices like PCs, Macs, smartphones, and tablets.
 - Win: This new design won the PC Mag Editor Award two years in a row.
- Responsive Shopping Cart: Explored innovative designs for a responsive shopping cart, starting with a mobile-first strategy to increasing conversion in the mobile context.
- Design lead for UX project teams, consisting of a business analyst, visual designer, and copywriter.

Senior Interaction Designer, Qualcomm

June 2008 - May 2011 (2 years 10 months)

Focus on complex PC-based apps for mobile app developers.

Brew MP SDK Tools (2009-May 2011)

- Initiated the project with an intensive three-month research phase, conducting contextual interviews with 16 customers across the U.S.
- Created new and innovative applications like Target Manager and SDK Manager in collaboration with product management.

TrigBuilder IDE (2006-2009)

- Proposed a major product re-design based on contextual inquiry research with six users.
- Presented various ideas for debugging enhancements, which required creative solutions to simplify post-mortem debugging by devising techniques to elevate bugs more quickly and with less cognitive effort.

Interaction Designer, Qualcomm

September 2004 - October 2008 (4 years 2 months)

I began my career designing core phone apps for Qualcomm's proprietary BREW operating system.

Handset Development Kit

- Designed core mobile applications for BREW OS: Main Menu, Phone, Contacts, DRM, Push-to-talk, Settings, etc.
 - Win: Awarded a patent for the design of synchronizing contacts between the phone and SIM card.
- Utilized Adobe FrameMaker to create and maintain 50-150 page UI Specification documents for each core application.

SKILLS

Applications

Sketch, InVision, Photoshop, Illustrator, Optimizely, Google Analytics, , Omnigraffle, Axure, Keynote (for prototyping)

Specialties

Interaction design, contextual interviews, in-person usability studies, a/b testing, responsive web design, mobile design, prototyping

EDUCATION

University of California, San Diego



B.S., Cognitive Science w/ specialization in HCI

Minor, Computer Science

PORTFOLIO

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