

HASAN ANSARI

UX DESIGNER

I create simple solutions to problems through user research, impactful designs and storytelling.

CONTACT

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 www.hsansari.com

SKILLS

Product Design
User Experience Design
User Interface Design
User Research
Wireframing
Sitemaps
Information Architecture
Heuristic Evaluation
Rapid Prototyping
Usability Testing
A/B Testing
Illustration
Typography

TOOLS

Sketch
InVision
Adobe Creative Cloud
Principle for Mac
Figma
Axure
Framer
Zeplin
Omnigraffle
Marvel
HTML, CSS, Javascript

EXPERIENCE

NX3 Corporation / User Experience Designer

April 2019 - Present, New York City

Working with the product, engineering, and business units to define product strategy, drive end-to-end customer experience, from creating concepts through execution. Facilitating usability testing research & design thinking workshops for clients.

East West Systems Inc. / Product Designer

November 2018 - April 2019, New York City

Assisted clients with platform redesign of internal applications. Created navigation frameworks and conducted card sorting activities with clients to devise optimal future state navigation, update processes with known customer pain points, and create a stable information hierarchy.

Perpetual / Product Designer (Contract)

July - November 2018, New York City

Created iterations of wireframes and visual designs based on client needs, user goals, and technological constraints.

New York University / Graduate Research Assistant

July - December 2017, New York City

Designed an interactive e-learning platform, Alive. Created wireframes and executed design concepts to maintain the visual appearance, usability, and brand continuity.

The Express Tribune / Multimedia Journalist

September 2014 - July 2016, Karachi

Edited and vetted stories for the print and digital sections. Curated interactive content for the online division of the publication, Tribune Labs.

EDUCATION

New York University

September 2016 - May 2018

Master of Science, Integrated Digital Media

Institute of Business Management

January 2011 - August 2014

Bachelor of Science (Honors), Media Studies

ACHIEVEMENTS

OpenIDEO Financial Longevity Challenge

Top 5 Ideas