ART TAWANGHAR

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Summary

Seasoned UX Strategist Product Designer, with over 19 years in XD design architecture and user engagement across various domains like SAAS/CLOUD Enterprise B2B, B2C, and B2B2C. Expert in leading teams to create exceptional digital applications, combining creativity and usability. Proficient in offering strategic insights, and enhancing user experiences, brand loyalty, and conversion rates. Actively seeking a challenging UX role to leverage my strategic expertise for remarkable outcomes.

Work Experience

iPyramids.com (Health & Wellness, Mobile and E-commerce Platform)

Elevating Frequency Healing through Modern Innovations

Remote (HQ: Sedona, AZ), July 2023 - Present

Principal UX Designer, UX Strategist, UX Researcher, and SEO Specialist

As a pivotal figure at iTor.us, my expertise in UX design, strategy, research, and SEO has been instrumental in transforming the company's digital landscape. Leading the development of a comprehensive mobile application and a dynamic e-commerce platform, I have significantly enhanced the user experience across desktop and mobile interfaces, contributing to substantial business growth.

Key Achievements: Mobile and Desktop Application Design & Development:

Orchestrated the design and implementation of an integrated mobile app for iTor.us, ensuring seamless functionality across desktop, Apple, and Android devices, thereby broadening the platform's accessibility and user base.

E-commerce Platform Optimization: Revolutionized iTor.us's online shopping experience by developing an intuitive, user-friendly e-commerce platform optimized for both desktop and mobile users, significantly improving the customer purchase journey.

Substantial Revenue Growth: My strategic leadership in UX design and digital product innovation propelled the company's monthly revenue from $40,000 to $300,000, marking a remarkable increase in market share and financial performance.

Responsibilities: Led the comprehensive UX design process, from conceptualization to implementation, ensuring the mobile app and e-commerce platform met the highest standards of user experience, functionality, and aesthetic appeal.

Conducted in-depth UX research to gain insights into user needs, preferences, and behaviors, informing the design strategy and ensuring that digital products effectively addressed user pain points and expectations.

Developed and executed a robust SEO strategy to enhance the online visibility of iTor.us, driving increased traffic, user engagement, and conversion rates through optimized content and user interface design.

Fostered a collaborative environment by working closely with cross-disciplinary teams, including development, marketing, and product management, to align UX design efforts with overall business objectives and user needs.

Utilized data analytics and user feedback to continually refine and optimize the digital user experience, driving ongoing improvements in user satisfaction and business outcomes.

In this comprehensive role, my contributions have been central to establishing iTor.us as a frontrunner in the health and wellness industry, leveraging cutting-edge UX design and digital innovation to achieve significant user engagement and revenue growth.

Genalyte (IOT) Modernizing Diagnostics (HealthCare, Desktop, Mobile, Kiosk & more…)

San Diego-USA, Aug 2020 - July 2023

Creative Design Director, Lead Researcher, UX Design Architect, Global Experience Head of Design (GXD) Solutions Team / Strategist

In my pivotal role at Genalyte, I spearheaded the Global Experience Design (GXD) Solutions team, focusing on Health Care SaaS Cloud UX/XD design solutions. My leadership fostered a collaborative environment where creativity met strategic design, resulting in enhanced user experiences and innovative healthcare software/platforms.

Key Achievements: Orchestrated the creation of captivating interaction models, wireframes, and prototypes, prioritizing user engagement.

Established comprehensive Figma Design Systems, ensuring consistency and alignment with brand guidelines across platforms.

Built a robust design team, nurturing talent dedicated to merging creativity with strategic design principles.

Conducted extensive usability and aesthetic evaluations, driving the delivery of effective and visually appealing designs.

Integrated camera, mobile phone, and kiosk support into our platforms expanding

accessibility and user interaction.

Developed map and navigation features, enhancing user experience in location-based applications.

Implemented sensor technology for Merlin and Maverick devices, advancing our

capability in data collection and analysis.

Responsibilities: Led the strategic design process, focusing on user-centric solutions that aligned with business objectives.

Played a crucial role in product brainstorming sessions, contributing innovative mock-up designs and facilitating interactive focus sessions.

Ensured design compliance with FDA and other healthcare regulations, balancing regulatory adherence with creative expression.

Thrived in a dynamic Agile environment, adapting to rapid workflows and contributing across various facets of the design process, from visual design to user research.

Oversaw the integration of advanced features such as camera support, mobile optimization, and kiosk compatibility, ensuring a seamless experience across all platforms.

Championed the inclusion of map and navigation support, offering intuitive guidance within our applications.

Directed the incorporation of sensor functionalities in Merlin and Maverick devices, augmenting the depth and scope of our healthcare solutions.

AttackIQ, (Cyber Security, Desktop, Mobile)

Greater San Diego Area, Aug 2017 - Aug 2020

Director of Product Design Creative Design Director, Lead Researcher, UX Design Architect, User Experience (UX) - SAAS, Cloud/Enterprise Solutions

In a transformative role at AttackIQ, a cybersecurity innovator, I led product and UX design, driving revolutionary advancements in cloud and subscription-based strategies. My leadership was instrumental in developing an automated validation platform that redefined industry standards in security control and infrastructure.

Key Contributions:

Strategic Leadership: Orchestrated the creation of user-centric experience and journey maps, ensuring that product innovation aligned seamlessly with user needs and expectations.

Design Excellence: Crafted compelling visual and interaction designs across platforms, emphasizing a harmonious user experience and continuous security tool validation.

Team Building: Cultivated a design team dedicated to merging creativity with strategic design, fostering a collaborative and innovative environment.

Agile Methodologies: Applied Agile/Lean practices to manage enterprise SAAS, cloud services, and eCommerce strategies, balancing user experience with technical excellence.

Collaboration: Worked synergistically with cross-functional teams, focusing on delivering innovative, end-to-end user experiences, supported by rigorous usability testing and iterative improvements.

Customer Focus: Led customer-centric initiatives such as focus groups and participatory design sessions, utilizing comprehensive reporting and analysis to enhance user engagement and experience.

Responsibilities:

* Directed and conceptualized product vision through experience and journey maps.
* Led the design team, fostering creativity and strategic design principles.
* Managed projects using Agile/Lean methodologies, ensuring a balance between user experience and technical prowess.
* Collaborated with cross-functional teams to deliver innovative and user-focused end-to-end user experiences.
* Conducted focus group sessions and participatory design sessions to enhance user engagement and experience.
* My dual expertise in creative design and strategic leadership facilitated groundbreaking transformations in cybersecurity, leaving a lasting impact on technology and user experience innovation.

Teradata Inc., (Database, Cloud orchestration, Desktop)

Greater San Diego Area, Jul 2016 - Aug 2017

Principal UI/UX Head of Design / Strategist Architect / Developer

In a pivotal role at Teradata, I led transformative initiatives as the Principal UI/UX Head of Design, focusing on the Nebula API + UI application. My leadership was instrumental in streamlining cloud service designs, enhancing user experiences across various platforms, and driving advancements in cybersecurity strategies.

Key Contributions:

* Orchestrated the creation of user-centric designs, experience maps, and interactive assets, ensuring products resonated with users and met business objectives.
* Spearheaded the Nebula project, simplifying the deployment of cloud services like AWS and Azure, using technologies such as Python, Angular2, and various other cutting-edge tools.
* Fostered collaboration with design agencies and UX leadership, enriching product brainstorming sessions, usability testing, and the integration of best usability practices.

Responsibilities:

* Led the design and strategic planning of the Nebula API + UI application, focusing on creating exceptional user experiences and simplifying cloud service deployment.
* Conducted comprehensive usability and A/B testing, generating detailed reports to guide design improvements and ensure alignment with user needs and business goals.
* Utilized a range of technologies and tools, including MS Visual Code, Node JS, and Angular CLI, to deliver high-quality, impactful designs and development.
* My role at Teradata was marked by a blend of artistic innovation, strategic design thinking, and technical expertise, contributing to the reshaping of user experiences and product visions in the cloud and cybersecurity sectors.

Agena Bioscience (IOT), (BioScience, Desktop, Kiosk)

Greater San Diego Area, Jan 2016 - Jul 2016

Senior Head UI/UX Designer - Strategist, Lead Researcher, Lead UX Design Architect.

In a strategic design role at Agena Bioscience, I specialized in crafting exceptional user interfaces, focusing on large data representation in DNA analysis applications. My leadership as the Senior Head UI/UX Designer and Strategist drove the successful execution of user-centric designs and collaborative development processes.

Key Contributions:

* Led the design architecture, ensuring the seamless implementation of user interfaces by collaborating closely with developers.
* Utilized a diverse array of technologies and tools, including Bootstrap, HTML5, CSS3, AngularJS, and Axure RP, to enhance design outcomes.
* Conducted comprehensive usability and A/B testing, ensuring the delivery of designs that resonated with user needs and expectations.

Responsibilities:

* Orchestrated the design of user interfaces, focusing on the accurate representation of large datasets.
* Collaborated intensively with developers, ensuring the proper implementation of design elements and maintaining alignment with technical requirements.
* Engaged in usability testing, journey mapping, and sprint planning, fostering a design approach that was both user-centric and strategically aligned with project objectives.
* My tenure at Agena Bioscience was marked by a commitment to design excellence, strategic innovation, and a collaborative approach to achieving impactful user experience outcomes.

Breg Inc., (Inventory management, Desktop, Mobile)

Greater San Diego Area, Sep 2015 - Jan 2016

Senior Head UI/UX Design Architect / Strategist, Lead Researcher.

In a dedicated contract position at Breg, I embraced the role of Senior Head UI/UX Design Architect / Strategist, focusing on enhancing desktop web and mobile applications. My approach was deeply rooted in user-centered design, ensuring the delivery of intuitive and impactful user experiences.

Key Contributions:

* Led the design process, creating mockups, wireframes, and prototypes that effectively communicated design visions and concepts.
* Conducted comprehensive user research, usability testing, and feedback gathering, ensuring designs were aligned with user needs and expectations.
* Collaborated seamlessly with cross-functional teams and stakeholders, fostering a cohesive and productive design environment.

Responsibilities:

* Engaged in the end-to-end design process, from user research and requirement gathering to the creation of design guidelines and style guides.
* Applied industry best practices and design principles, staying updated with the latest UX trends and technologies.
* Mentored junior designers, providing guidance and support to foster their professional growth and development.
* Utilized a variety of tools and technologies, including Jira, Axure RP, Adobe, and Microsoft products, as well as proficiency in HTML/CSS, AngularJS, JavaScript, and .NET Framework.
* My role at Breg was characterized by a commitment to design excellence, strategic collaboration, and a continuous pursuit of innovation and improvement in user experiences.

Intuit Inc. TurboTax, (Online Tax processing, Desktop, Mobile)

Greater San Diego Area, Dec 2014 - May 2015

Senior Lead UI/UX Design Architect / Strategist, Lead UX Researcher.

In a strategic contract position at Intuit Inc. TurboTax, I championed user experience design, focusing on delivering exceptional customer experiences and driving significant business impact through innovative design strategies and practices.

Key Contributions:

* Collaborated intensively with cross-functional teams, applying behavioral economics and marketing techniques to enhance business outcomes.
* Led A/B testing initiatives, developed wireframes, and prototypes, and implemented Lean UX practices to optimize and streamline design processes.
* Secured a patent for a method leveraging biometric data to enhance user experiences, enabling a nuanced understanding of user emotions and reactions.

Responsibilities:

* Engaged in comprehensive design activities, including the creation of flow diagrams, personas, and a widget library to facilitate effective design processes.
* Contributed to product research, user testing, and the development of user guidelines and documentation to enhance user-centric solutions.
* Utilized a range of software tools, including Photoshop, Illustrator, Axure, and OmniGraffle, and worked within Agile and Scrum methodologies.
* My tenure at Intuit Inc. TurboTax was marked by a dedication to innovation, strategic design thinking, and a strong focus on enhancing user experiences and satisfaction through thoughtful design and research.

For more Job experiences please visit my [Linkedin Profile](https://www.linkedin.com/in/tawanghar/)

Education

* MBA Degree in Computer Science from Aarhus University, Denmark - July 1996
* MSCSE Degree from Technical College San Diego - August 1998
* Bachelor's degree in Human Factor (HCI) & User Center Design from the University of San Diego 2000 – 2003
* Design and Interactive Certificate from UCSD - March 2009
* Human & Web Technology Interlinks and Predictions - July 2010
* Human Factor and Psychology - March 2021
* Human Machine Interface - Jan 2023

Skills Overview

Design Expertise: Specialized in UI Design & and architecture across various platforms like Mobile, Desktop, and Kiosk, with a strong foundation in UX and user-centric design, wireframing, storyboarding, and prototyping.

Research and Analysis: Proficient in both qualitative & and quantitative UX research, user analysis, and usability testing. Experienced in persona creation, journey mapping, and focus group facilitation.

Technical Proficiency: Extensive experience in tools and technologies such as Figma, Adobe Suite, Axure RP, and Sketch. Knowledgeable in SEO, eCommerce, and cloud-based applications like Amazon AWS.

Leadership and Strategy: Strong leadership skills complemented by an entrepreneurial mindset and data-driven decision-making. Skilled in project management, stakeholder engagement, and cross-functional collaboration.

Regulatory Compliance: Experience in ensuring design compliance with regulations and standards, including FDA and WCAG 2.0.

Industry Experience: Over a decade of experience in various sectors including eCommerce, Retail, IOT devices, and Enterprise SAAS.

Tools & Knowledge

Software Mastery: Proficient in a wide array of software including Figma, Adobe Suite, and various usability tools, with specific expertise in visual and graphic design.

Platform Experience: Comprehensive experience across platforms including mobile apps (iOS, Windows, Android) and Smart TV Applications.

Methodological Approach: Well-versed in Agile methodology, Lean UX principles, and fast MVP approaches, ensuring efficient and effective project management and design processes.