

ARIF HUDA

EXPERIENCED UI | UX PROFESSIONAL

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Richardson, TX



OCT 2012 **Travelocity** Southlake, TX
SEP 2013 **UI / UX Lead, Mobile and Tablet**

I was tasked to redesign all of Travelocity's applications for the iPhone, iPad, Android phone, and Android tablet. The core basis was to give it a modern design while still maintaining a consistent and enjoyable experience on any device. The new redesign will be launching in September 2013 for iOS 7 and Android.

- Took the lead on the interaction design and visual design for Travelocity's mobile applications. Part of my role included defining pattern and asset library for the mobile applications. Also, researched the competition/industry, analyzed key metrics on our current products and focused the redesign to not only be a cosmetic change but one that has research to back the new design.
- Created several low and high fidelity wireframes/prototypes to put in front of customers. We conducted several usability tests in the usability labs and out in the general public. Then quickly incorporated user feedback in real-time to ensure we captured the customer's wants and needs.
- Provided comprehensive documentation/prototypes and regularly communicated with developers to facilitate the development process.
- Developed UI concepts for potential apps and emerging technologies such as Google Glass.

FEB 2010 **Ihsaan|Fusion** Richardson, TX
SEP 2013 **Creative Director & Partner**

Created this start-up company to provide creative and strategic UX solutions to our clients in the mobile, web, and print space. I was responsible for daily business operations, client relations, billing, UI design projects, and managing resources. I was the primary UX consultant and interaction designer for dozens of web and mobile projects.

- Managed the creative development department, overseeing and producing websites, backend UI, frontend UX, interactive applications, mobile applications, business and creative strategy.
- Served as the project manager for several highly rated mobile projects that have been published on the iOS app store. Led the project through planning, researching, design, development, testing, and maintenance.
- Engaged clients to define user and business requirements, scenarios and overall creative strategy. Created prototypes as well as composed the technical documentation for the user interface and experience.

SEP 2006 **KPMG, Johnson & Johnson, MetLife, EisnerAmper, Rutgers University**
SEP 2011 **User Research, System Administrator, User Acceptance & QA Testing, Analytics, Reporting**



Bachelor's Degree **Oct. 2009**

Rutgers University
School of Communications
New Brunswick, NJ

Major: Information Technology

Rutgers University
School of Business
New Brunswick, NJ

Major: Accounting

SAP Business Associate with SAP ERP 6.0 and MySAP Business Suite Certified



Adobe Creative Suite 
PhotoShop, Illustrator, InDesign

Interaction Design 

Rapid Prototyping 

Usability Testing 

Mobile & Web Design 

HTML / CSS / JS 

UX Strategy, Information Architecture, User Research, Storyboards, High and Low Fidelity Wireframes, Mockups



ArifHuda.com

A portfolio of my recent work
Mobile, Web, Print, Graphic Design