

AFSHAN KIRMANI

(+44) 7508 299 339 • afshankirmani@gmail.com • <http://www.linkedin.com/in/afshankirmani> • Portfolio: <http://tinyurl.com/pk78hk5>

EDUCATION

Master of Science in Human Computer Interaction with Ergonomics 2011 – 2013

University College London (UCL) London, United Kingdom

Received a distinction for my dissertation: *Social Sharing in Close Proximity with Mobile Devices*.

Modules included ergonomics for design, applied cognitive science, affective interaction, organizational informatics, interfaces and interactivity, design experience, design practice and user-centred evaluation methods.

Bachelor of Cognitive Psychology 2003 – 2006

Mount Carmel College Bangalore, India

Modules included visual cognition, perception, motivation, language and thinking, problem solving, defence mechanisms, information processing, social learning, introspection, computer modelling, Gestalt theories and experimental research.

PROFESSIONAL WORK EXPERIENCE

Reply Consulting London, United Kingdom

February 2014 – Present

Senior Mobile Commerce User Experience Consultant: Bodyshop, Monsoon, Clarks, Funky Pigeon, Decathlon

- Strategic Design: Facilitated and ran workshops. Led business requirements during the discovery and definition phase of the project, anchoring stakeholder interviews and brainstorm sessions.
- Planning: Estimated, scoped and planned engagements, including the selection of the most appropriate tools and techniques. Led a team of two user experience designers and the end-to-end process on client engagements.

Impact: Won new business budgeted over £80,000. The team delivered a conversion centric redesign across channels.

Intent HQ London, United Kingdom

August 2012 – January 2014

Senior Product Analyst and User Experience Architect: Tesco, Schuh, Sky, Harpers, Telegraph, Sports Revolution

- Product Analysis: Defined and developed a product strategy for the consumer product, setup, configuration and analytics platform that delivers on the overall product vision, continuously defining and measuring metrics.
- User Experience: Led research activities to understand user needs. Delivered responsive experiences for persuasive technologies to motivate users to engage with social media, evaluated interfaces through A/B tests and usability testing.

Impact: I developed and communicated a business case in support of the product. Anticipated product features by tracking dependent product strategies, elicited stakeholder input, monitored industry and technological advancements.

British Broadcasting Corporation (BBC) London, United Kingdom

August 2011 – July 2012

Senior Mobile User Experience Architect

- Conceptualisation: Created wireframes, user journeys and interactive prototypes to communicate the strategy for research and concept testing; adopted behavioural design techniques to ensure that the experience is persuasive and engaging.
- Cross-Channel Consistency: Responsible for working across desktop, mobile and tablet devices; delivered user experience specifications with a strong emphasis on responsive design.

Impact: Created and presented a large-scale mobile application, implemented for Glastonbury. The solution increased customer engagement; where stakeholder engagement built executive buy-in for a comprehensive development strategy.

MindTree Consulting India / New York / London

October 2007 – August 2011

Senior Business Analyst and Information Architect: Pepsi Co. Feb – Aug 2011

- Research: Applied empirical data-gathering tools through surveys, interviews and contextual inquiry.
- Architecture: Created personas, user journeys, concept maps, site maps, low and high fidelity wireframes and prototypes.
- Project Management: Executed project deliverables in conjunction with HTML developers and visual designers.

Impact: 90% of all content was no more than three clicks from the home page ensuring efficiency and productivity; my work brought different teams into closer collaboration so that duplication of work was eliminated.

User Experience Architect: Kingfisher Dec 2010 – Feb 2011

- Card Sort: Increased findability through categorization of content and functionality; using a participatory design approach.
- Task Flow Analysis: Conducted a heuristic evaluation; created task flow diagrams to illustrate problem areas.

Impact: I established guidelines and built an enterprise application that was used as a tool to enable internal communication.

AFSHAN KIRMANI

(+44) 7508 299 339 • afshankirmani@gmail.com • <http://www.linkedin.com/in/afshankirmani> • Portfolio:<http://tinyurl.com/qxwn8q7>

User Experience Architect: Ladbrokes Sep 2009 – Dec 2010

- Research and Design: Redesigned gaming across the web and mobile; evaluated conversion through multivariate testing.
 - Third Party Alliance: Built and deployed projects while working with cross-functional teams across vendors.
- Impact:** Ensured cross channel consistency; involved in the strategy of a mobile web app that engages users of over 1 million.

User Experience Architect: John Wiley & Sons July – Sep 2009

- Expert Evaluation: Evaluated the application to enable efficiency and effectiveness; provided prioritised recommendations.
 - User Journeys: Created prototypes; evaluated clarity, conciseness, comprehensibility and consistency across the application.
- Impact:** The interaction design helped accomplish tasks, enabling efficiency and control that was scaled across geographies.

Mobile User Experience Designer: Unilever March – July 2009

- Research: Used techniques including focus groups to understand behaviour; built affinity diagrams to group content.
 - Design and Architecture: Designed prototypes and produced taxonomies and categorization of products based on findings.
- Impact:** I designed a mobile application and delivered a digital solution to replace a paper-based content inventory.

Information Architect: The India Today Group: Business Today, Cosmopolitan, Reader's Digest May 2008 – March 2009

- Card Sort: Created groups of menu structures; evaluated navigation paths to enhance the user experience.
 - Content Strategy: Built a standardized taxonomy; planned the content creation, delivery, and governance model.
- Impact:** I redesigned the experience that simplified the existing content categorization, taxonomy and governance.

User Experience Analyst: Sony Feb – May 2008

- Heuristic Evaluation: Improved the effectiveness and the satisfaction through qualitative and quantitative measures.
 - Cognitive Walkthrough: Conducted walkthroughs to define the right experience with objective task flows.
- Impact:** I identified 98 issues that adversely impacted usability and directly led to 72 being fixed with positive results.

User Experience Analyst: Dolby Oct 2007 – Feb 2008

- Competitive Analysis: Analysed actual as well as perceived product strengths and weaknesses.
 - User Journeys: Validated the user journey through scenarios and mind maps; created annotated wireframes for delivery.
- Impact:** The product was showcased at the Consumer Electronics Show (Las Vegas, 2010) and sold to LG as a media player.

Kern Communications India

July 2006 – August 2007

Usability Tester: Nokia July 2007 – August 2007

- Competitive Analysis: conducted a study across brands such as LG and Samsung; analysed performance and satisfaction.
 - Reporting: Formulated test plans and moderated sessions with interactive screens; analysed results and built insights.
- Impact:** I collated my statistical analysis into design recommendations based on Nokia's evolving competitive landscape.

Research Analyst: Change Sciences Group – HSBC, Bank of America, Wachovia, Wells Fargo – July 2006 – July 2007

- Competitive Analysis: Included reporting, scorecards, feature comparisons and performance benchmarks.
 - Heuristic Evaluation: Identified usability problems that ranged from a low of 29 issues to a high of 62 issues.
- Impact:** The user experience was improved across products including personal banking, credit card, mortgage and insurance.

PUBLICATIONS

- Kirmani, A. Fleck, R. "Sharing Around Mobile Phones in Close Proximity" *Mobile Human Computer Interaction: The Association for Computing Machinery*. p.549-554. September 2014: ACM Digital Library.
- Kirmani, A. "Mobile Sales Force Automation: Efficiency in Design" *Ergonomics in Design: The Quarterly of Human Factors Applications*. Vol. 19, No. 2, p.14-18. April 2011: Sage Publications.
- Expert contributor for UX journals *Boxes and Arrows* and *UXmatters*: topics include Branding and Communication, Mobile Application Design, Customer Experience, E-Commerce User Experience and Evangelising User Experience.

ACHIEVEMENTS

- Won new business that was budgeted over £80,000.
- Monsoon's website now live that was redesigned for desktop, tablet and mobile devices – www.monsoon.co.uk.
- Created and presented a large-scale mobile application for the BBC; implemented for Glastonbury.
- Created a concept for Dolby showcased at the Consumer Electronics Show and sold to LG as a media player, 2010.
- Presenter at the Human Factors & Ergonomics Society, Human Computer Interaction and Usability Professionals' Association.