

Hesam Andalib

Experienced in crafting innovative, user-centric experiences across mobile, web applications, and next-generation interfaces with a focus on measurable impact and high-quality design.

Experience

AT&T Austin, TX | June 2021 - Present Senior UX Designer

- Led the design and implementation of a streamlined purchase experience for AT&T retail, customizing the Salesforce design system for iPad OS.
- Reduced device upgrade time by 39%, eliminating 11 out of 17 pain points in the flow, enhancing in-store efficiency.
- Developed and published a novel design measurement methodology, enabling design impact tracking and iteration based on real-world metrics.
- Spearheaded a multi-platform purchase experience for AT&T's converged products, ensuring seamless user journeys across digital channels.
- Crafted a holistic customer experience strategy for AT&T Device Insurance, balancing business goals with user needs.

Home Adapt Austin, TX | Aug 2020 - Present Co-Founder & UX Designer

- Designed and launched the Home Adapt platform in under two months using Figma for design, Webflow, and generative AI for rapid development and deployment.
- Grew site traffic to approximately 100 new users per week in the initial months, gaining early traction and validating user interest in aging-in-place solutions.
- Leveraged Google Analytics and Google Tag Manager to monitor and enhance customer experience, implementing continuous improvements based on user data.

Nokia Austin, TX | Sep 2020 - Dec 2020 Interaction Design Intern

- Collaborated with the Nokia Venture Studio on a remote collaboration platform design, creating journey maps, personas, and storyboards.
- Crafted empathy maps and archetypes, supporting a user-centered design process.

CPMC Isfahan, Iran | 2016 - 2019 Founder & Architect

- Founded and managed a creative design studio, achieving over 100% revenue growth year-over-year.
- Designed and oversaw more than 10 residential projects, ensuring high-quality design outcomes across diverse, client-driven work.

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Education

University of Texas at Austin M.S. Information Science | UX track

Sep 2019 - May 2021

Some courses taken:
Rapid Prototyping and Lean UX, Usability Testing, Projects in HCI, Interaction Design, Virtual Environments, Product Management, Python Programming, AI/ML

National University of Iran M.S. Project Management

Jan 2011 - Aug 2013

Presented thesis on design management methodologies

Art University of Isfahan Bachelor of Architecture

Sep 2006 - Sep 2010

Some skills carried from it:
Graphic design, Freehand sketching, 3D modeling, Visualization and rendering, layout design

Skills

UX Design & Research

Wireframing, User Journey Mapping, Prototyping, Storyboarding, Story Mapping, Service Blueprint design, Voice UI design, Interaction Design

Design Software

Figma, Adobe Creative Cloud

Programming

Python, Javascript, C#