

Abraham Sebastian

User Experience Designer

United States, (912) 272-7126, abrahamsebastian.k@gmail.com, www.abrahamsebastian.com, linkedin.com/in/abraham-sebastian/

EXPERIENCE

Ideatory <i>User Experience Designer</i>	Sheridan, Wyoming, United States 08/2024 — Present
<ul style="list-style-type: none">• Spearheading the end-to-end visual design strategy for a modular, AI-driven chatbot, collaborating with developers to ensure seamless implementation of design specifications.• Developing comprehensive design assets, including wireframes, high-fidelity prototypes and interaction flows, while maintaining consistency with brand guidelines by implementing a scalable design system.	
Deloitte <i>User Experience Designer</i> Fast Lane	Savannah, Georgia, United States 09/2023 — 03/2024
<ul style="list-style-type: none">• Led a team of 4 UX designers in the redesign of an immigration fast tracking application with a 10 million+ userbase, to streamline and unify the experience at airports across the United States by addressing system level pain points.• Collected and analyzed 2000+ data points to decipher quantitative as well as qualitative user insights and combined it with heuristic evaluations for establishing the design framework.• Facilitated 35+ user tests by creating low to medium fidelity prototypes throughout the process, understanding user motivations and making meaningful contributions to primary research all the while meeting accessibility standards.	
Rapid Implementation Studio	
<ul style="list-style-type: none">• Executed a real-time B2B SaaS website for internal communication and resource sharing which led to a 15% increase in user efficiency.• Implemented a streamlined process, following agile development methods which reduced the overall project timeline by 30%.• Created low-fidelity and high-fidelity visual elements, subsequently implementing prototypes from the Figma workspace to a fully functioning website.	
AEHL <i>Product Designer</i>	Kowloon, Hong Kong 01/2020 — 08/2022
<ul style="list-style-type: none">• Designed and developed 30+ smart kitchenware solutions for the North American, European and Asian markets at premium to budget friendly price points.• Conducted 300+ usability studies, market research and pain point analysis while generating concepts.• Led the design team to facilitate cross-functional collaboration with other departments such as engineering and marketing which increased the feasibility and success metrics of new designs by 40%.	
Lumium <i>Product Design Intern</i>	Gujarat, India 01/2019 — 05/2019
<ul style="list-style-type: none">• Designed a motorized curtain system for the French home automation company Somfy in collaboration with the mechanical, electronics and engineering departments.• Assisted the design team with product visualization of designs for various national and international clients.	
SKILLS	
User Experience (UX) Design User Interface (UI)Design Wireframing Prototyping Design Assets Web Design Mobile Apps Information Architecture Research Enterprise Systems Design Systems Responsive Design Cross-functional Collaboration Agile Workflow Storyboarding Usability Testing A/B Testing Heuristic Evaluation WCAG Standards Design Principles Problem-Solving Figma Miro Jira Adobe Photoshop Adobe Illustrator Microsoft Office Adobe XD HTML/ CSS CMS Google Analytics	
EDUCATION	
Savannah College of Art and Design (SCAD) <i>Master of Arts (MA) in Interaction Design - GPA: 4.0</i>	Savannah, Georgia, United States Graduation Date: 05/2024
MIT Institute of Design <i>Bachelor of Design (B.Des) in Product Design - GPA:3.7</i>	Maharashtra, India Graduation Date: 05/2019