ASAD KEMAL

SENIOR DIRECTOR OF PRODUCT & EXPERIENCE DESIGN

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QUALIFICATIONS

Seasoned UX leader with a proven track record of driving innovation, guiding cross-functional teams, and championing industry-best design systems. Skilled at forging strong partnerships with product management, development, and business stakeholders in agile environments. Trusted advisor to top-tier brands, including SS&C Advent, GAP Inc., Banana Republic, Old Navy, JP Morgan, Express Fashion, Citi Group, and Reuters.

DESIGN LEADERSHIP EXPERIENCE

SR. DIRECTOR, UX & CREATIVE SERVICES | Agory Inc, San Francisco
2021- Present

- Founded a design agency, securing Fortune 500 clients and achieving 150% revenue growth in the first year.
- Implemented advanced solutions that enhanced customer satisfaction by 30% and increased conversions by 20%.
- Fostered innovation through user research, improving team efficiency by 15% and saving over 80 hours weekly.
- Led offshore teams leveraging AI and cloud technologies to expand market presence and enhance engagement by 20%.

HEAD of USER EXPERIENCE | SS&C Advent, San Francisco
2021- 2023

- Created an integrated design framework, leading to a 20% increase in conversion rates.
- Launched the "Oxygen" design system to enhance productivity by 20% and ensure brand consistency.
- Led the repositioning of a cloud-based financial platform, reducing customer churn by 40%.
- Harmonized design and technical teams to speed up project delivery cycles by 25%.
- Utilized design thinking principles, reducing support issues by 15% and increasing user satisfaction by 25%.

SENIOR MANAGER – CUSTOMER EXPERIENCE | GAP Inc., San Francisco
2018- 2021

- Revamped the Customer Experience platform to enhance collaboration between UX and engineering teams.
- Expanded the buy-side team from 12 to 40 members, overseeing digital experiences for Banana Republic, Athleta, Old Navy, and Gap.
- Integrated operations, UX, front-end, and QA teams to optimize the development process.
- Oversaw daily operations for a team of over 75, ensuring efficient and effective project execution.

SENIOR UX MANAGER | Dealertrack, New York *2017- 2018*

- Championed the adoption of Agile methodologies, transitioning from Dealertrack 1.0 to 2.0 for improved efficiency.
- Balanced, comprehensive UX improvements for tailored stakeholders' requirements.
- Mentored a high-performing team of UX designers and UI developers, increasing overall skill set.
- Facilitated a seamless transition for power users during the system migration, reducing disruptions.

VP USER EXPERIENCE | Citi Group, New York *2011- 2017*

- Led the UX and development teams for the Citi Analytics Platform, transforming complex data into an intuitive experience visualization.
- Established a user research program that boosted user engagement metrics by 35%.
- Transitioned from waterfall to Agile development processes, expediting feature releases by 25%.
- Implemented standardized visual design throughout the organization, increasing user satisfaction by 30% and decreasing design inconsistencies by 15%.

SKILLS

Leadership

- Team building & Mentoring
- Strategic & Project Planning
- Stakeholder Management
- Cross-Functional Collaboration

User Experience Design

- UI Design & Information Architecture
- Design Systems Development
- Wireframing & Prototyping
- User Journey & Site Mapping

User Research & Testing

- Usability Studies & User Testing
- A/B & Multivariate Testing
- Heuristic & Competitive Analysis
- Analytics Review

EDUCATION

Bachelor of Business Communication, University of Punjab