Cameron Azeez

Portfolio: cameronazeez.com

UI Design: cameronazeez.com/ui-design

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OBJECTIVE

To use my knowledge of design, research, and interfaces to build human-centered experiences optimized for user function and form.

EDUCATION

Bachelors of Science in Psychology minor in Business Management

University of Texas at Dallas, Richardson, Tx   Aug 2013 - May 2017

WORK EXPERIENCE

CEO, Cofounder, President - Tuner Inc.   May 2017- July 2020

- Recruited, vetted, and hired a collective team of 10 (engineers, data scientists, and domain experts)
- Supervised all product development roadmap and agile iterations as scrum master
- Built data analysis team and supervised research and development of proprietary data pipelines and features
- Developed business model in parallel with software architecture team to ensure congruency in supporting pipelines
- Collaborated with legal team to form corporate structure, execute business agreements, and protect intellectual property
- Led all fundraising activity. Secured over $200,000 in venture capital accelerating company valuation at each of multiple financing events, ultimately reaching an official enterprise valuation of $2 million.

Lead Product Designer/Researcher - Brassroots   May 2017- July 2020

- Established company design/branding standards (pitch deck, website, and all marketing materials/mockups)
- Created and centralized user testing protocol and processes. Supervised implementation and audited process efficacy
- Leveraged analysis from research data to transparently inform agile collaboration sessions
- Synthesized user behavior flows, personas, and key-performance indicators
- Sketched, wire-framed, prototyped and pixel-perfected all user interface elements, components, assets, and concepts
- Centralized enterprise wide design system, encapsulating; styles guides, global assets, and component libraries

Lead Web Developer - Tuner Web Consultancy   May 2015- Current

Shook and Gunter

Objectives	Results
• Branding design	• 300% increase in organic visitations
• Web design/development	• 150% increase avg. session time
• SEO strategy and linking	• 100% increase in avg. conversion

Arlington Orthopedic Associates

Objectives	Results
• Data-driven web development	• ~100% YoY growth in impressions (6M)
• Website management (50,000 MAU)	• ~300% increase in DAU
• Performance optimization	• ~ 80% increase in avg page load speed

Ft. Worth Brain & Spine Institute

Objectives	Results
• End to end encrypted forms	• Eliminated ~$415,000 in annual labor costs. Reduced admin staff workload by over ~40%.
• Data management tool development	
• Automated data formatting and distribution	• Reduced patient's active completion time over 50% (50% increase in efficiency

Undergraduate Researcher

Cecil H. Green School of Brain and Behavioral Sciences (UTD)   Aug 2014   May 2015

• Collaborated with Graduate Researchers to define research objectives and hypotheses

• Designed experiment framework (methodology, sample, analysis)

• Conducted research and analysis

SKILLS

• 5+ years Human-centered interface design

• 6+ years Research design (Customer facing systems, internal systems, cross-functional teams, and survey data)

• 5+ years UI design and prototyping tools (Adobe Illustrator, Adobe XD, Sketch, Figma, Invision, UXPin, Axure)

• 5+ years Developing websites utilizing best HTML and CSS web standards

• 3+ years Digitizing touch-points and designing seamless data collection systems

• 3+ years Software user acceptance/usability testing

• Proficient in collecting, processing, modeling, and analyzing all types of categorical data

• Proficient in UX Research methodologies (A/B testing, Benchmarking, Segmentation, Usability tests, Focus groups)

• Strong understanding of Javascript frameworks and databases (React, React Native, SQL, NoSQL)