

Cameron Azeez

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OBJECTIVE

To leverage my knowledge of design, product, and engineering in order to best facilitate the architecting of digital platforms and systems, effectively optimized for my team's business goals, user function, and visual form.

EDUCATION

Bachelors of Science in Psychology minor in Business Management

University of Texas at Dallas, Richardson, Tx

Aug 2013 - May 2017

SKILLS

- 8+ years UX/UI Visual Design (HCI, W3C Accessibility, Top Industry Standards)
- 9+ years UX Research Design (Customer facing systems, internal systems, cross-functional teams, and large scale data)
- 8+ years UX Architecture (Creating, implementing, and owning complex technical solutions end to end)
- 8+ years Leading UX Design Teams (Owning communication and alignment with stakeholders and engineers)
- 7+ years Leading Cross-Functional Programs (Managing stakeholder requirements, collaborating with cross-functional teams, planning and communicating strategy)
- 7+ years Proficient in the following UI/UX tooling (Figma, Adobe Creative Suite, Sketch, Invision, Axure, UserZoom)
- 6+ years Developing websites utilizing best HTML and CSS web standards
- 7+ years Defining technical requirements and establishing best practices to ensure end to end high quality standards
- 7+ years Software user acceptance/usability testing (data and feedback loops)
- 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)
- Experienced within Global Support Organizations, R&D Departments, and IT Operations
- Domain expertise in the areas of public cloud architectures, cloud native security models, CI/CD, DevOps, firewalls, and other security technologies from both technical, and business driven standpoints
- Experience designing for AI-enabled applications; (Chat-based, LLM, Generative Recommendations, Data Formatting)

WORK EXPERIENCE

Sr. UX Designer - Wolters Kluwer

Aug 2023 - Dec 2024

- Owned end to end UX for an entire Nursing Education platform actively used by hundreds of thousands (+\$5mm ARR)
- Created and maintained a design system which facilitated development for 7 different engineering teams
- Owned end to end UX and UI for Coursepoint platform and Lippincott products (Ready for NCLEX, PrepU, etc.)
- Established and implemented critical UX delivery and quality assurance processes across multiple departments
- Created cross-team Accessibility audits, streamlined to standardize best in-class software delivery
- Established critical reviews to ensure pixel-perfect execution and thoughtful research based iteration of roadmap
- Helped hire and vet UX Research personnel. Collaborated to develop UXR documentation and implement key processes
- Owned UI and User Experience for the following Key Projects;
 - **Coursepoint Enhanced** - Created fully responsive mobile/tablet views for Nursing Ed. platform used by millions
 - **PrepU** - Established organization based taxonomy. Designed customer facing self-service, facilitating global access
 - **Lippincott Ready for NCLEX** - Owned end to end NCLEX content, assessments, dashboards, and instructor tools
 - **AI Generated Improvement Plans** - Designed framework for auto-generated improvement resources with ML
 - **Program Data Dashboard** - Designed data dashboard to give institution executives program performance metrics
 - **Program Curriculum Builder** - Designed curriculum builder for faculty leads to create templated course/reports
 - **NursingCenter** - Designed site for the continuing education of practicing nurses and students
 - **NurseTim** - Designed site for the continuing education of nurse faculty and leadership

Sr. UX Designer - Palo Alto Networks

April 2021 - Aug 2023

- Services Innovation Engineering Team UX/UI Lead, Customer Experience Team UX/UI Lead, Global Netsec UX/UI Lead
- Own Visual Design and User Experience for every assigned project
- Established and implemented UX Architectural standards across multiple departments
- Led cross functional teams in the conceptualization, architecture, design, and implementation of key programs with total outcomes in the tens of millions of dollars
- Defined highly complex, strategic, and technical solutions with effective and transparent communications at all levels within the organization
- Implemented technical resources and processes with highly successful results. The resources and enhancements have improved the efficiency of engineering up to 10x per project, saving 1000s of hours and over \$500,000, cumulatively.
- UX Design/UX Architecture Lead on the following Key Projects;
 - **Palo Alto Networks CoPilot** - Selected from company-wide CEO driven initiative. GPT4/AI/ML
 - **IOT Devices** - Global release to millions of customers across Industrial, Medical, and IT sectors
 - **Automated Service Delivery Platform** - Fully integrated support suite, leveraged by all Support Engineers
 - **Generic File Intake Service** - Micro-frontend application centralizing all customer asset transfer (+20pb data)
 - **Security Posture Assessment** - Multi-purpose tool facilitating field forensics and capture of critical data
 - **BPA Executive Summary** - Automated reporting for C-Suite customers of Fortune 500 companies
 - **BPA+** - Automated firewall configurations and remediations. Saving hours, money, and risk (all in 7 figures)
 - **Telemetry Agent 2.0** - Cross org collaboration with Business, Product, IT, and Operational stakeholders

Lead UX Architect - Ft. Worth Brain & Spine Institute

June 2020 - Feb 2021

- Performed user research with patients, medical staff, and admin in order to optimize multiple systems
- Architected a system for collecting and automating the secure distribution of patient data for medical purposes
- Wireframed, prototyped, and developed a patient intake system with over 100 fully responsive, dynamic inputs
- Conceptualized, prototyped, developed, and user tested a custom data management dashboard for medical personnel

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
- Technologies used: Figma, UserZoom, Adobe Illustrator, Adobe XD, Invision, Zeplin

Lead Web Developer - Tuner Web Agency

May 2015- July 2020

Shook and Gunter

Responsibilities

- Branding design
- Web design/development
- SEO strategy and linking

Results

- 300% increase in organic visitations
- 150% increase avg. session time
- 100% increase in avg. conversion

Arlington Orthopedic Associates

Responsibilities

- Data-driven web development
- Website management (50,000 MAU)
- Performance optimization

Results

- ~100% YoY growth in impressions (6M)
- ~300% increase in DAU
- ~ 80% increase in avg page load speed

Ft. Worth Brain & Spine Institute

Responsibilities

- End to end encrypted forms
- Data management tool development
- Automated data formatting and distribution

Results

- Eliminated ~\$415,000 in annual labor costs. Reduced admin staff workload by over ~40%.
- Reduced patient's active completion time over 50% (50% increase in efficiency)

Undergraduate Researcher

Aug 2014 - May 2015

Cecil H. Green School of Brain and Behavioral Sciences (UTD)

- Collaborated with Graduate Researchers to define research objectives and hypotheses
- Designed experiment framework (methodology, sample, analysis)
- Conducted research and analysis on user focus groups, in controlled experimentation as well as survey form