ARAL

Researcher | Designer | Developer

Aral Tasher   Orlando, Florida   https://araltasher.com   araltasher@gmail.com

Experience

Sr. UX Engineer
Rho Impact - Remote
September 2021 - Present

Improved the end-to-end experience of the Rho Impact Platform by conducting usability reviews, identifying UX issues, and competitive benchmark research.

Developed and maintained feature updates to the Rho Impact Platform using React.js/ Typescript and Material UI.

Communicated & executed technical strategies with cross-functional teams.

Implemented a product analytics system using Mixpanel to find retention drivers and increase user engagement.

UX Engineer
Rho AI - Remote
April 2019 - September 2021

Developed the CRANE Tool; A web app that helps assessing the emissions reduction potential of emerging climate technologies.

Conducted a series of User Researches via Interviews, Focus Groups and Unmoderated Usability Testing.

Synthesized user insights into feasible design decisions; deployed a MVP within 4 months.

Created Personas, User Journey Maps, Wireframes and High Fidelity prototypes.

Developed the Front End of the application mainly with React.js and Material UI.

UI/UX Designer
Novel Engineering - Satellite Beach, FL
July 2018 - April 2019

Led design efforts for multiple R&D projects from their wireframe stages to deploying the final applications –including producing High Fidelity prototypes.

Developed Single Page Applications (SPAs), collections, and email newsletters; Google organic sessions increased by 16.5% over the 9 months.

Research Associate
Harris Institute for Assured Information - Melbourne, FL
August 2015 - December 2016

Prototyped consumer-facing cybersecurity products using Sketch.

Developed responsive Web Applications for Cybersecurity using Angular.js 1.x & RESTful APIs with SQL.

Responsible for Interface Design, User Flow Mapping, and overall User Experience for various R&D projects.

Created a Visualization Tool for displaying Virtual Network maps using D3.js.

Education

M.Sc. Information Assurance & Cybersecurity
Florida Institute of Technology - Melbourne, FL
2016 - 2018

Thesis Topic in Usable Security & Human-Computer Interaction:
The Effect of a User-Centered Approach on Privacy Management

B.Sc. Software Engineering
Florida Institute of Technology - Melbourne, FL
2011 - 2015

Minor in Computational Mathematics

Skills

JavaScript	Wireframing	
ES6	Journey Mapping	
React.js	Design Research	
Node.js	Information Architecture	
Gatsby	Data Visualization	
SaSS	Workshop Facilitation	
Python	Usability Testing	
Git	User Research	
Interviews	Heuristic Evaluation	
Surveys	Competitive Benchmarking	

Toolkit

Adobe Master Suite
Sketch / Figma
Invision Studio / Flinto
Notion
Mixpanel
LookBack
VSCode
JetBrains Suite

Awards & Certifications

NN/g Nielsen Norman Group UX Certification
User Research Specialty
2021

Grow w/ Google Scholarship
2018

.XYZ Web Design Winner
2018

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