

AHAD BASRAVI

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EXPERIENCE

PRODUCT DESIGN LEAD at SIRIUSXM

Jun 2018 – Present [New York, NY]

Currently leading the design efforts on SiriusXM's mobile and web content streaming platforms. Focusing on creating a more personalized and intuitive experience for subscribers. Working to redesign the mobile and web applications, launching in the Spring of 2019. Established the team's design process and improved collaboration across multiple teams. Mentoring junior level designers as the team continues grow.

UX DESIGN LEAD at SIRIUSXM

Apr 2017 – Jun 2018 [New York, NY]

Worked on the automotive experience design team as the lead designer for all European automotive partner platforms. Collaborated with partners on reducing driver workload and increasing safety while maintaining a consistent experience across all of our streaming platforms. Conducted user research, produced wireframes, rapid prototypes and user flows.

UX DESIGN CONSULTANT at FRONTIER HEALTH

Jan 2017 – Apr 2018 [New York, NY]

Worked on streamlining the onboarding process for Frontier Health, a startup that connects innovators of low cost medical products to health care providers in developing nations. Helped build trust by clearly communicating the company's value proposition to potential users. Collaborated with the CEO and a small team of two designers and two researchers. Conducted user interviews, created user flows, wireframes, hi-fi mockups, and prototypes.

3D VISUAL DESIGNER at VISUALHOUSE

Oct 2014 – Apr 2017 [New York, NY]

Created high fidelity 3D visual mockups and animations for architecture, design and lifestyle projects. Managed small project teams to efficiently produce high-quality imagery and media assets. Kickstarted the adoption of VR within the company. Mentored Junior 3D Artists. Notable clients: The Howard Hughes Corporation, Related Companies, Foster + Partners and Gehry Partners.

PROJECT DESIGNER at STANDARD VISION

Mar 2013 – July 2014 [Los Angeles, CA]

Designed media facade schemes and integration of large scale experiential lighting projects. Coordinated with the engineering team on the development of cutting-edge lighting solutions through iterative design and 3D prototypes. Launched the 3D printing department, cutting down prototyping cost by 80%. Notable projects: Wilshire Grand, Marriot at L.A. Live, ITCC Development Riyadh.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Aug 2009 – May 2013

[Los Angeles, CA]

Bachelor of Architecture

SKILLS

Product Thinking
User Experience
Rapid Prototyping
Visual Design
Interaction Design
Usability Testing
Animation
HTML / CSS
Javascript
3D Modeling
Music Production

SOFTWARE

Prototyping / Wireframing

Sketch, InVision, Hype, Principle, Axure, Marvel

Adobe Suite

Photoshop, Illustrator, InDesign, After Effects, Lightroom, XD

3D

Rhino, 3DSMax, Cinema 4D, Unity, A-Frame, Grasshopper, Vray

Music Production

Logic, Ableton