

HI! I AM RAJ LAL

I AM A UX DESIGNER

I HAVE 10+ YEARS OF EXPERIENCE IN
DESIGNING DESKTOP, WEB & MOBILE APPS

AS PROGRESSIVE ROLES OF UX ENGINEER,
UX DESIGNER, UX LEAD, AND UX ARCHITECT

I AM ALSO AUTHOR & SPEAKER

MY STRENGTH

TOP THREE SKILLS

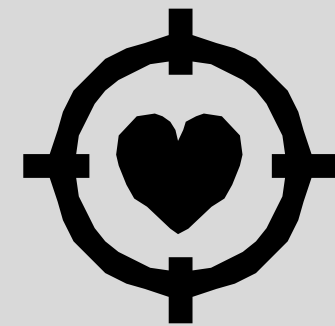
ABOUT ME

EXPERTISE

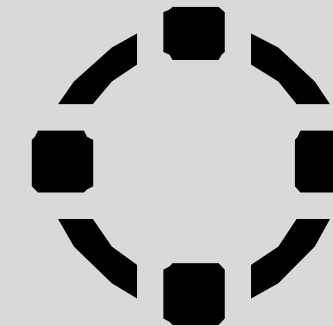
UX STRATEGY

INTERACTION DESIGN

VISUAL DESIGN



UX Strategy



**Simplify Complex
Problems**



**Create Amazing
Designs**

MY STRENGTH

ALSO



ABOUT ME

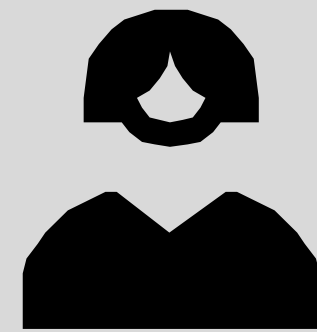
HANDS ON



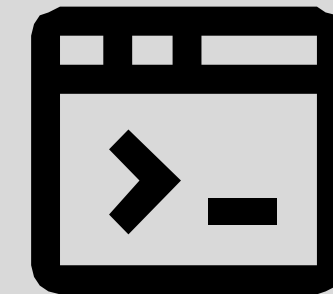
USER RESEARCH

PROTOTYPING

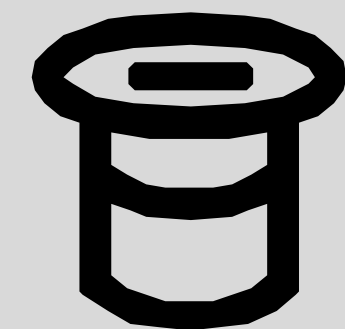
STORY TELLING



**Understanding
Users**



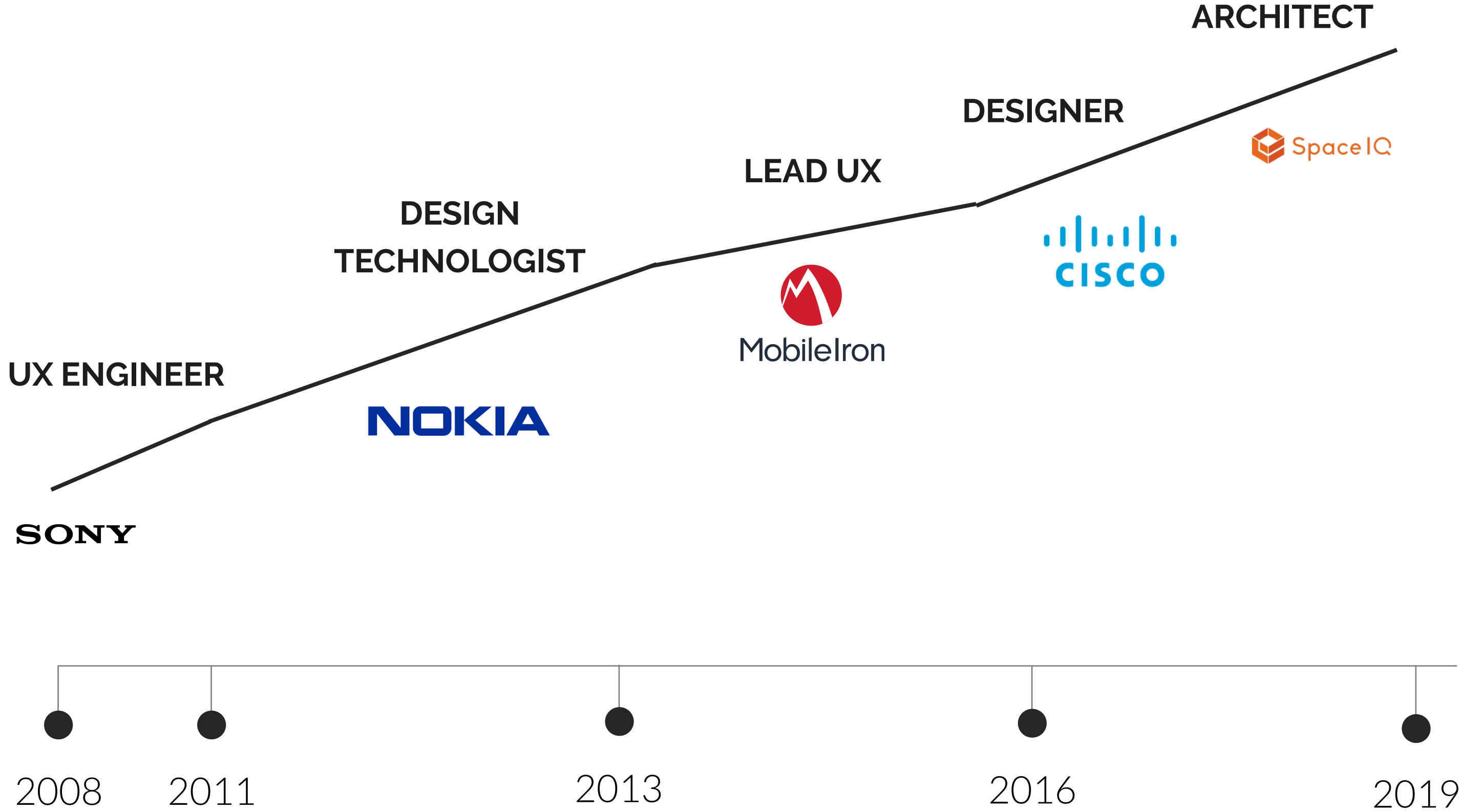
**Functional
Prototypes**



Engaging Stories

MY UX JOURNEY

10+ YEARS IN UX AND DESIGN



- UX Architect - SpacelQ
- Lead Designer - Cisco
- Lead UX - MobileIron
- Design Technologist - Nokia
- UX Engineer - Sony



SONY

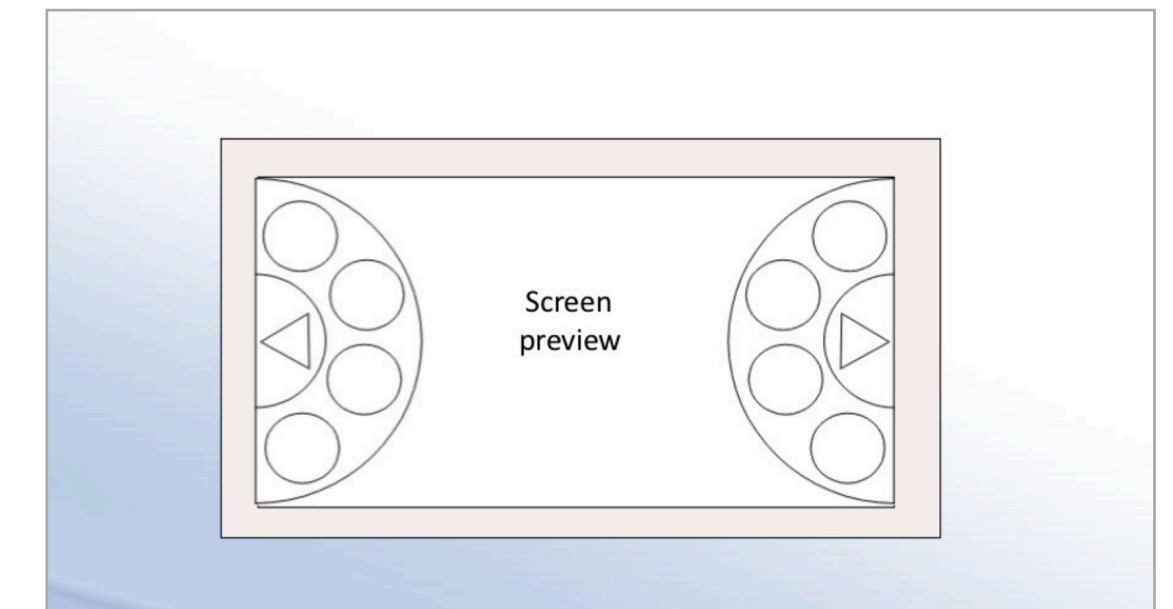
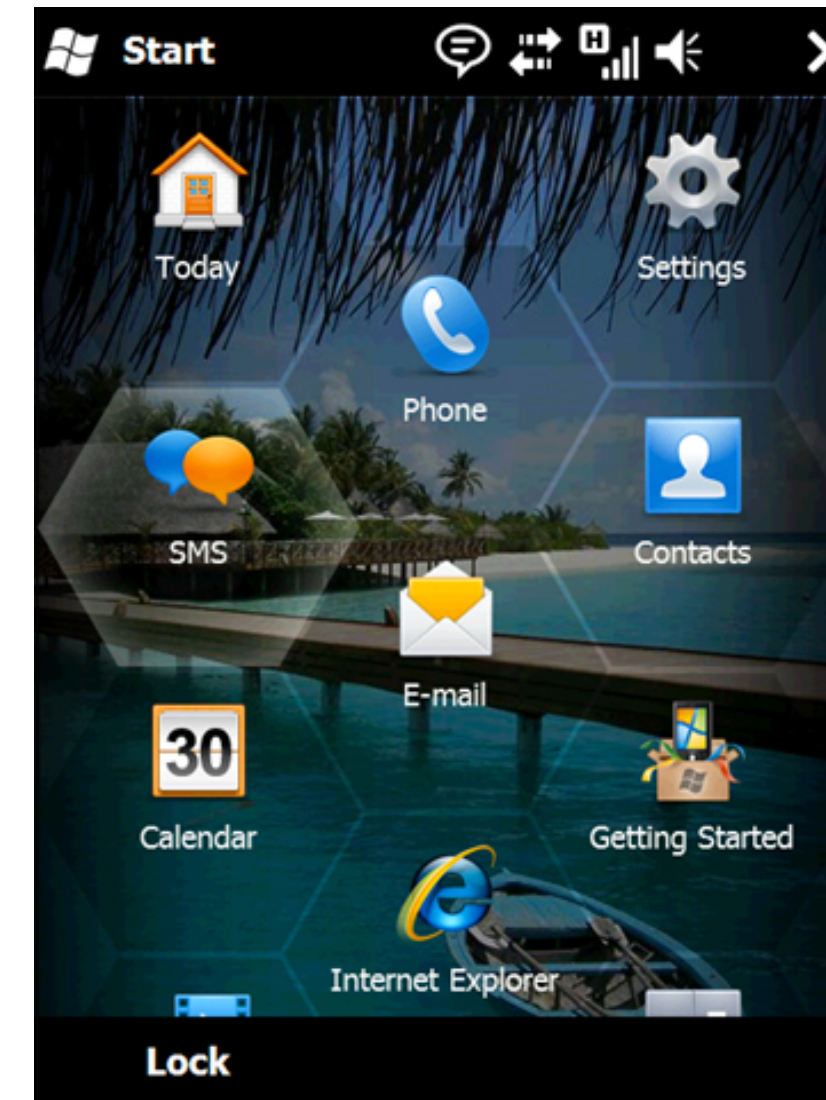
UX ENGINEER

SONY ELECTRONICS - SAN DIEGO, 2008



Honeycomb UI Design (Patented)

Helped create an innovative UI for mobile home-screen. **This was before iPhone!**

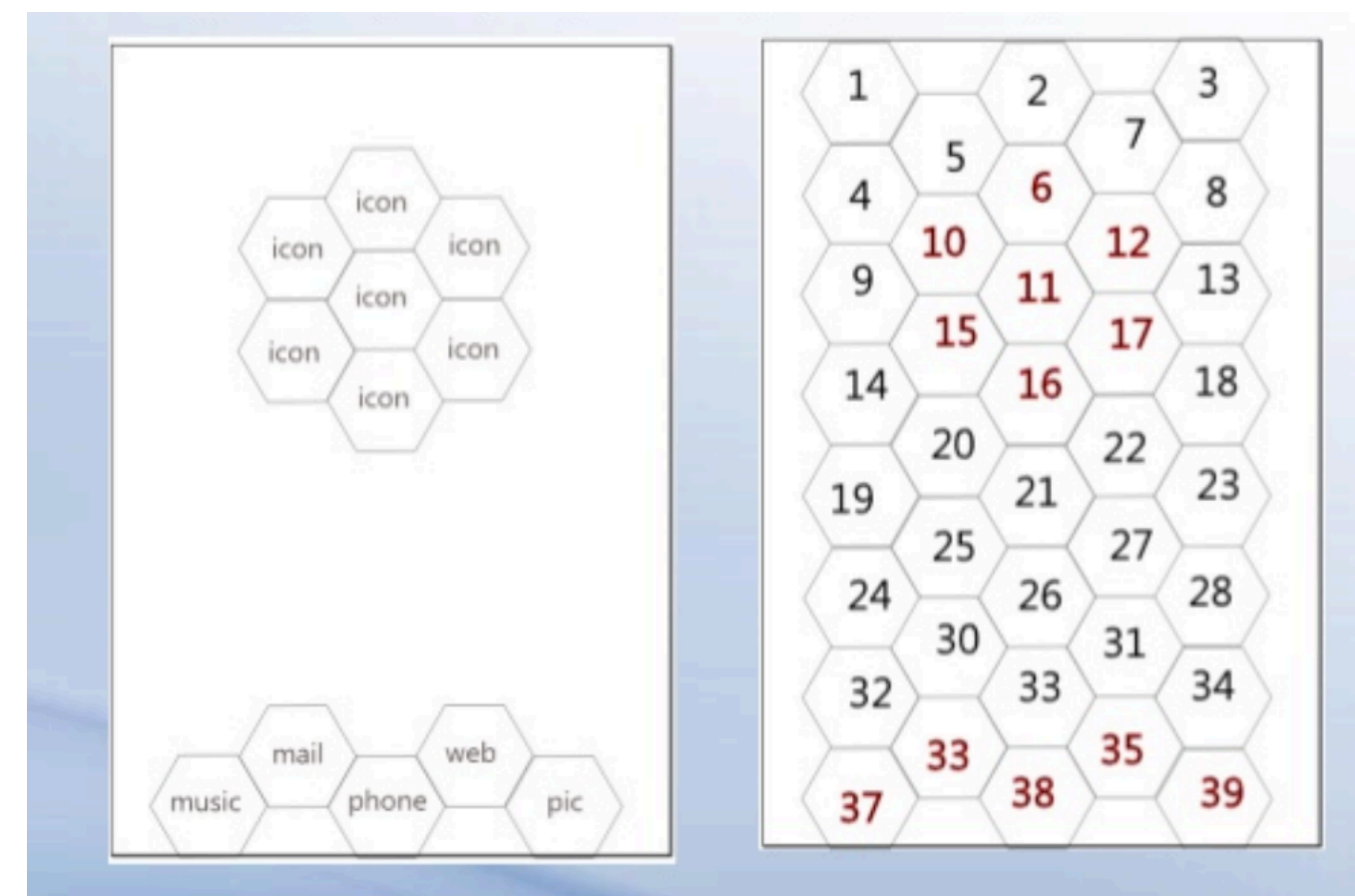


Two Thumbs User Interface (Patented)

UI meant for two thumbs interaction for Digital Photo frame and other devices

Prototyped Home-screens and Other Widgets

Designed Home-screen UIs and other designs for Home-screen widgets





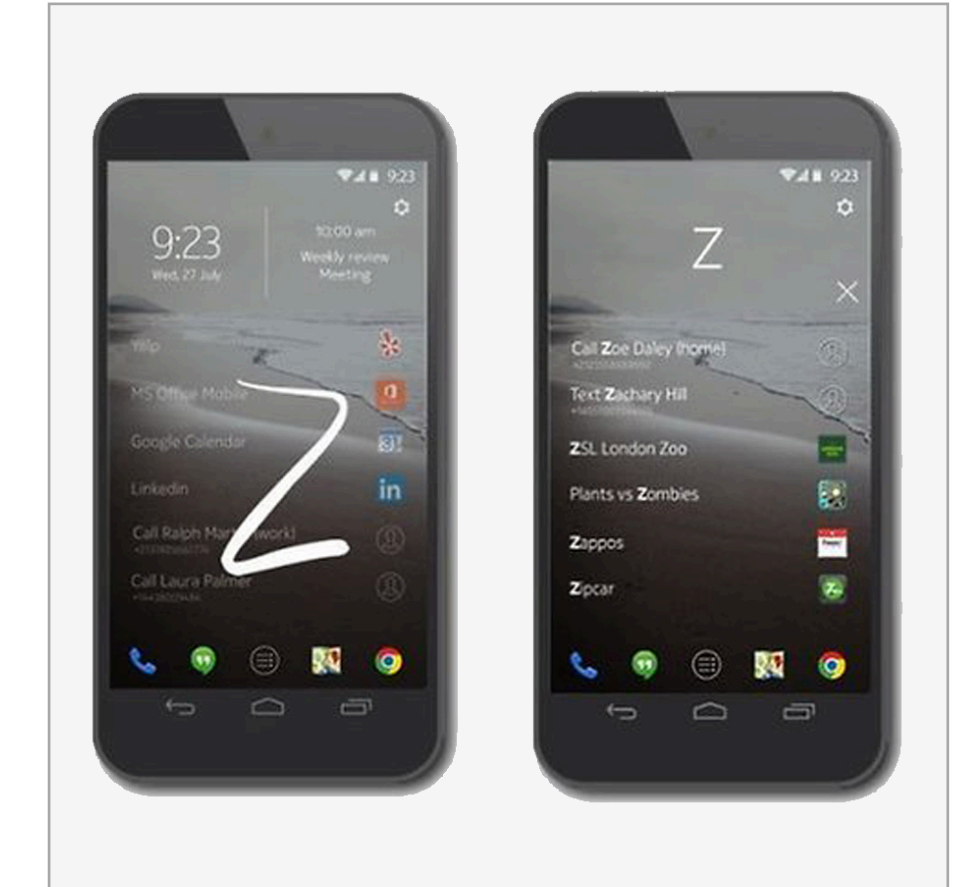
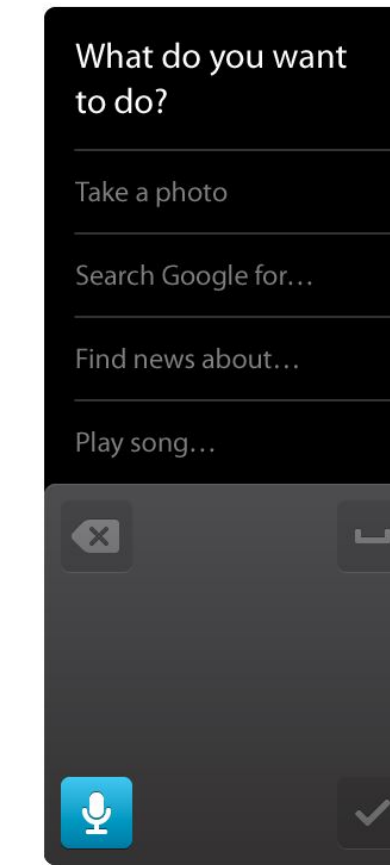
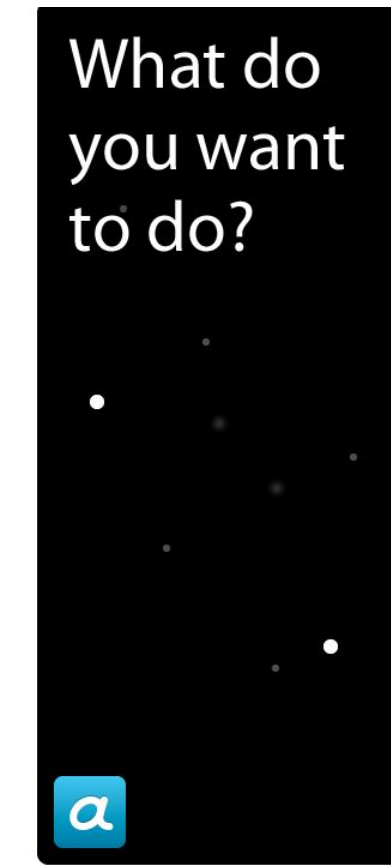
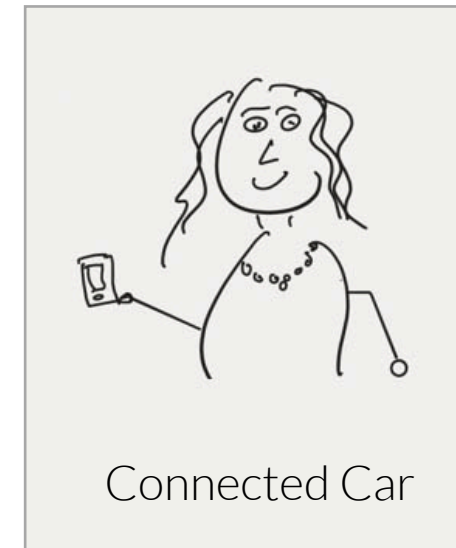
DESIGN TECHNOLOGIST

NOKIA - MOUNTAIN VIEW, 2011



Z-Launcher

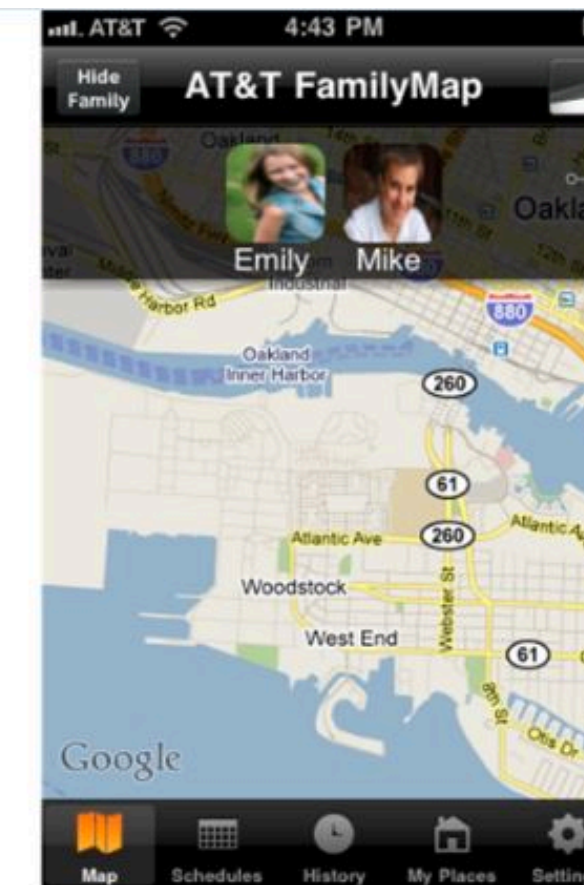
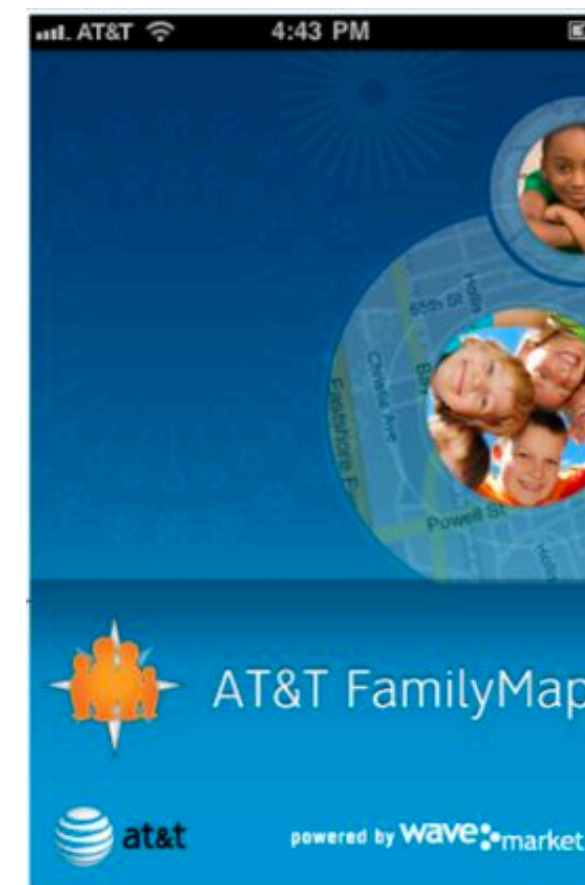
Designed and Prototyped Z Launcher a Scripting interface home screen for android, which was launched in the app store 2014



MeeGo UI Design Guidelines

Created Design Guidelines for developers and helped evangelize it.

Designed Apps for Nokia N9 including, FamilyMaps, MyLife etc.



Prototyped Disruptive Products of the Future

Prototyped Connected Cars concept, Voice UI, AI assistant, Shape shifting UI etc.



UX LEAD

MOBILEIRON - MOUNTAIN VIEW, 2015



MobileIron Core UI Upgrade

Re-designed/ Upgraded the complete UI for MobileIron flagship product Core.

Moved the NPS score from 37 to 59 in one and half years.

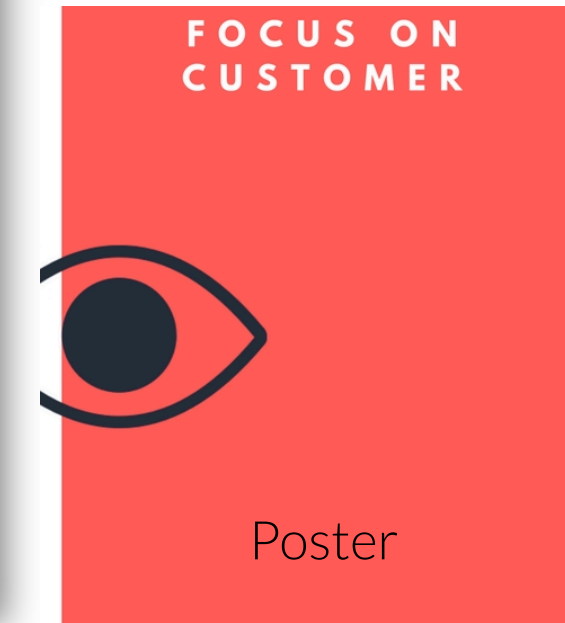
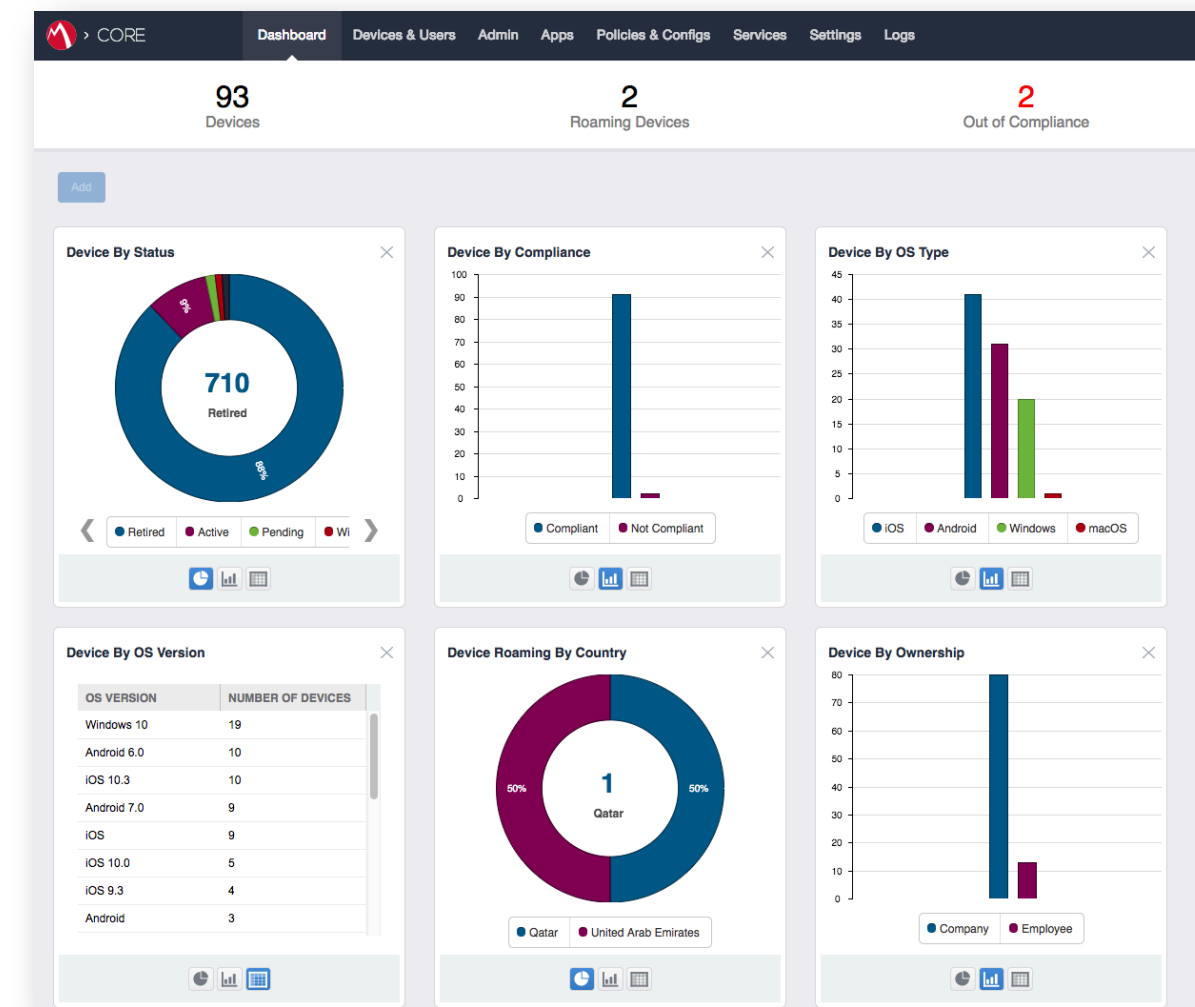
UX Design System

Designed a UX resource system for an internal repository of Design

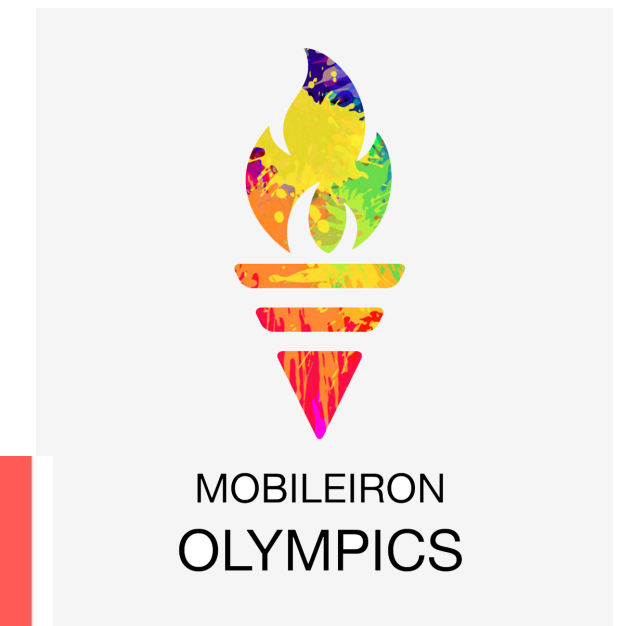
Pattern, reusable icons, graphics and assets.

UX Strategy and Vision

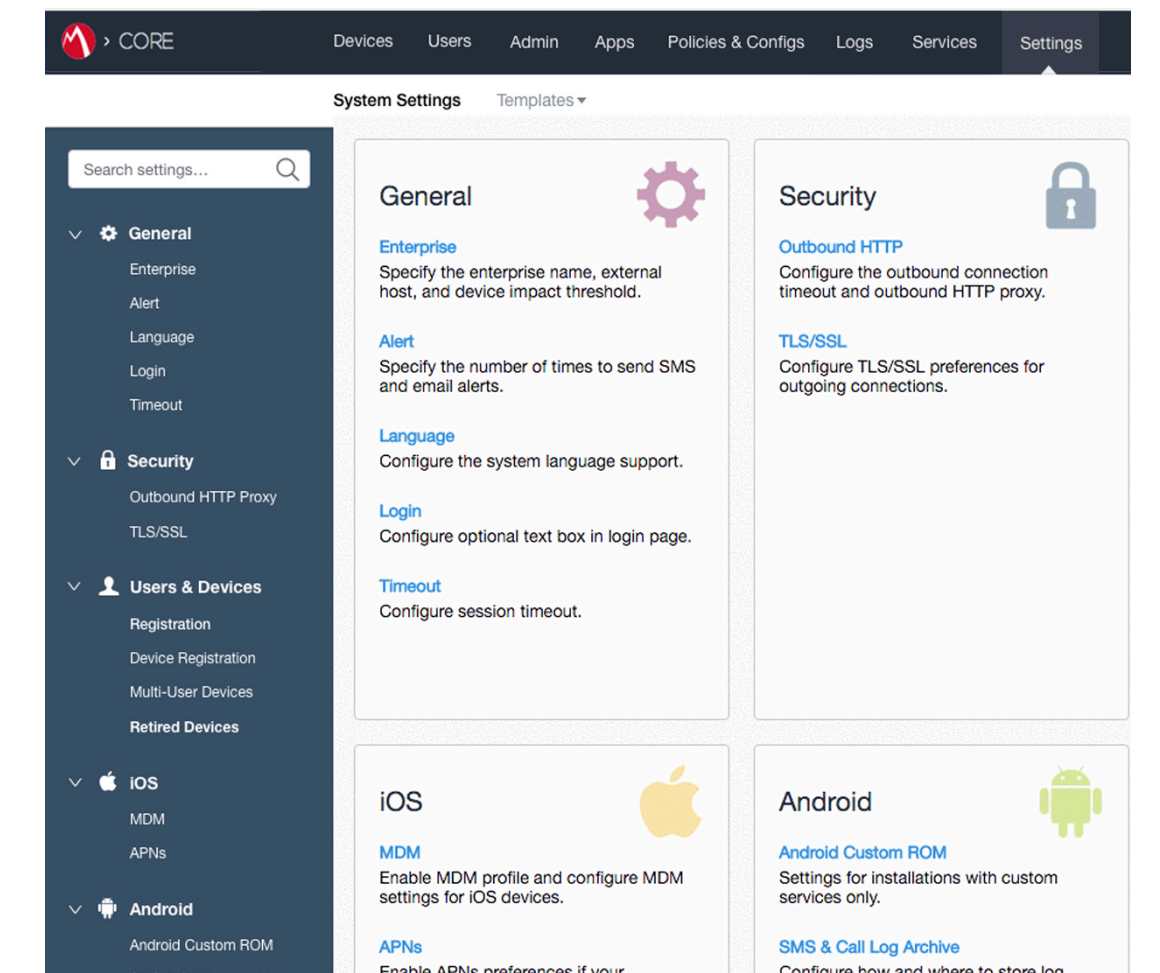
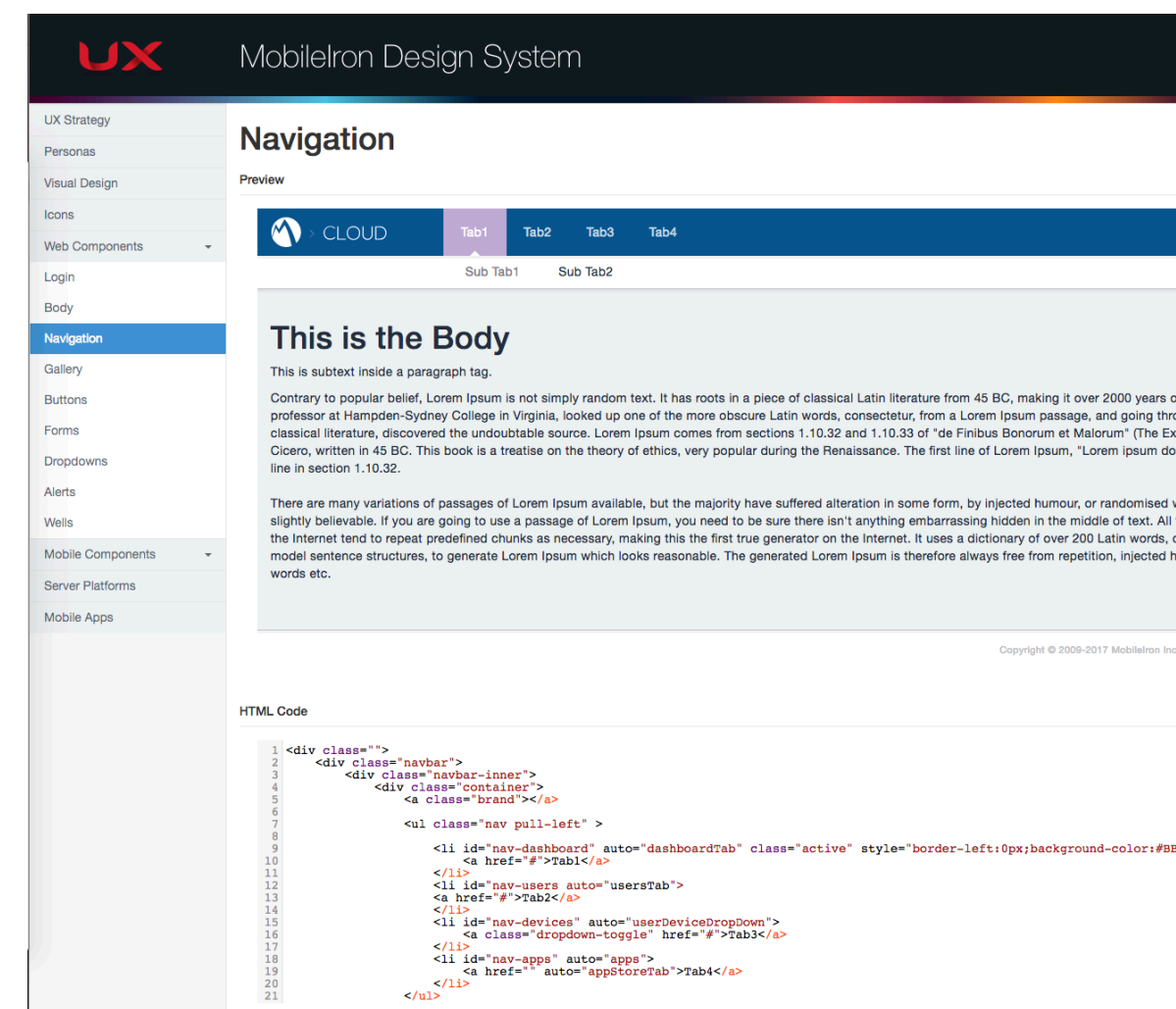
Helped create UX Strategy and Vision and designed some posters, t-shirts etc.



Poster



T-shirt





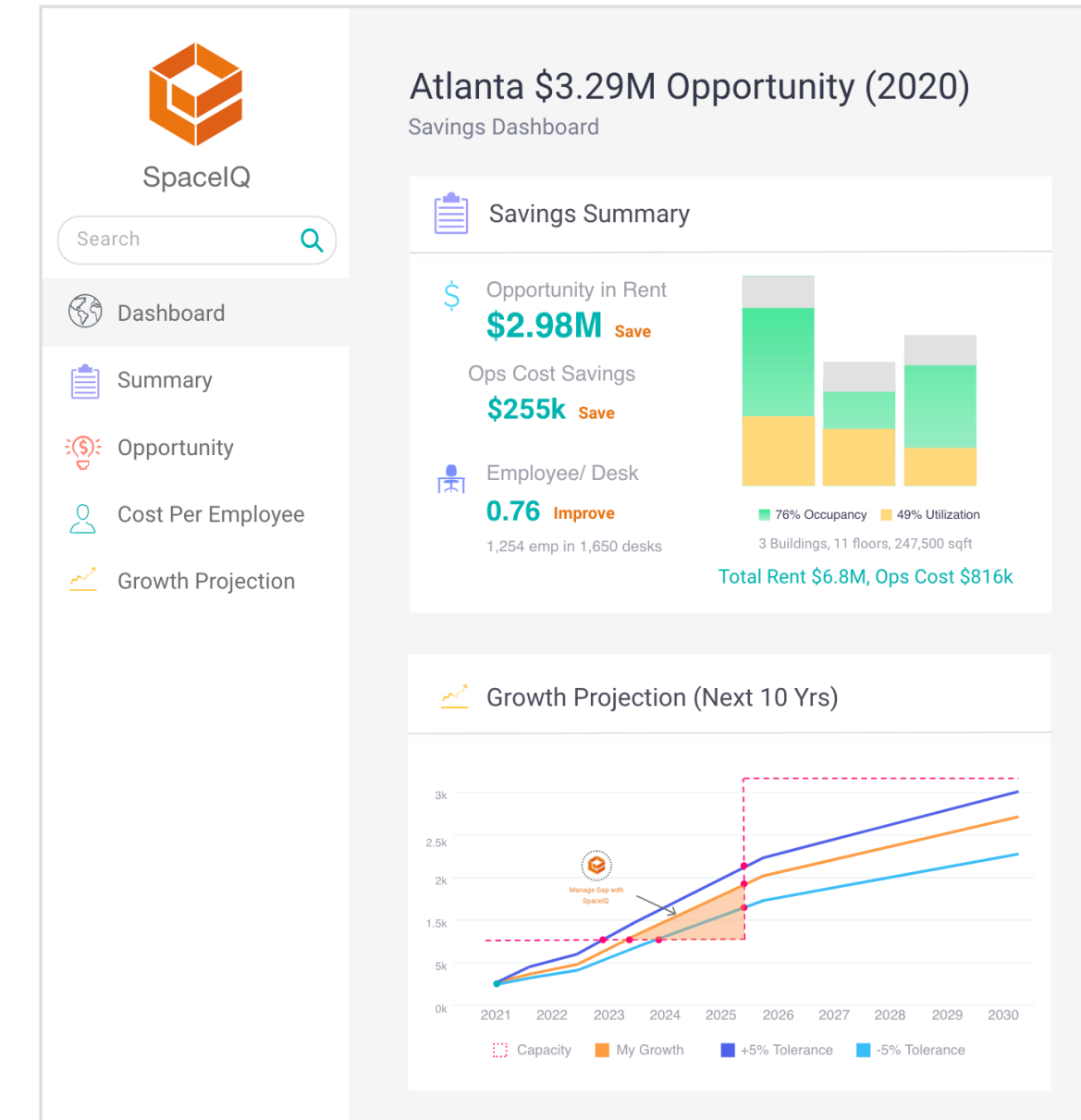
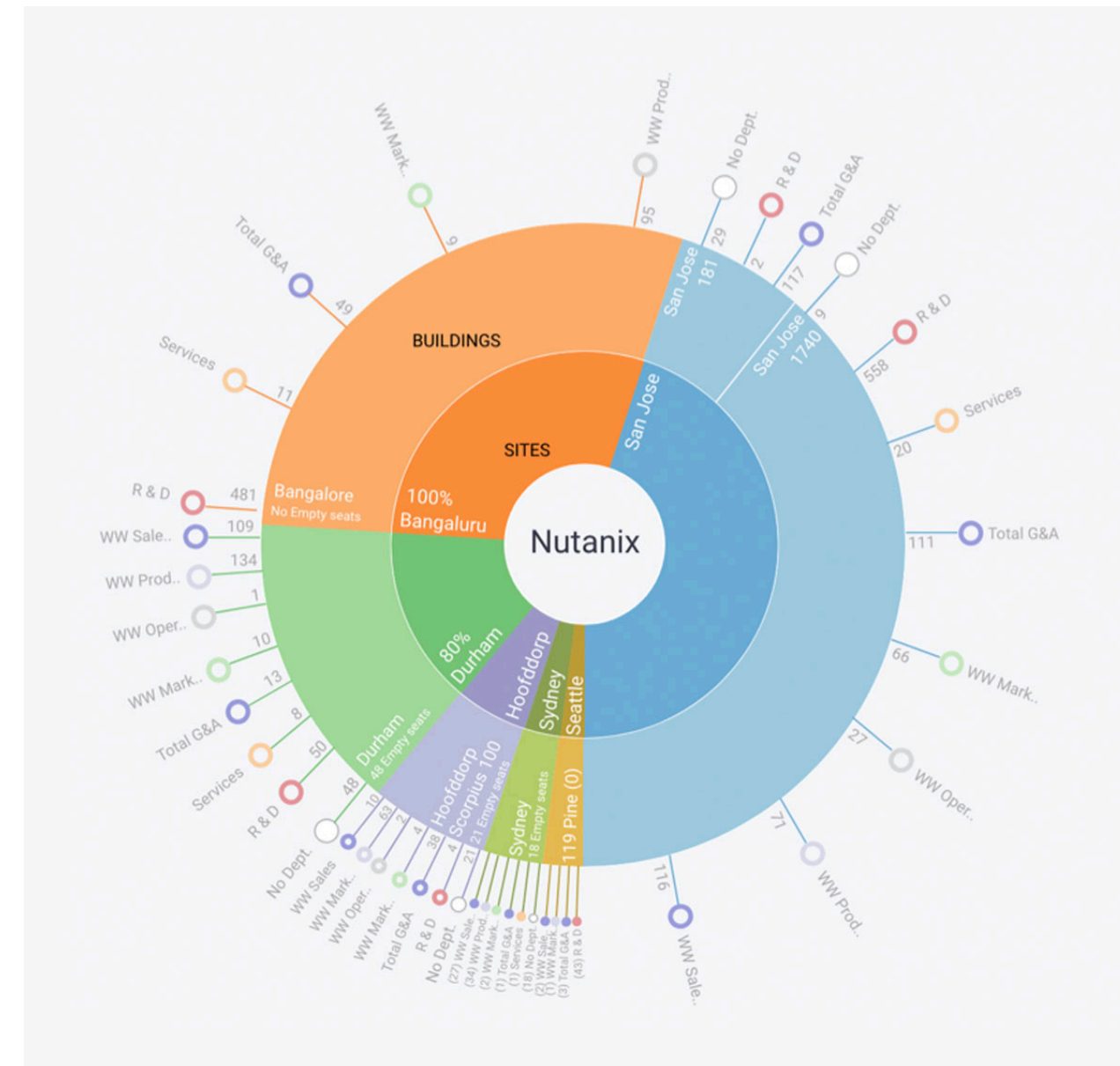
UX ARCHITECT

SPACEIQ - MOUNTAIN VIEW, 2018



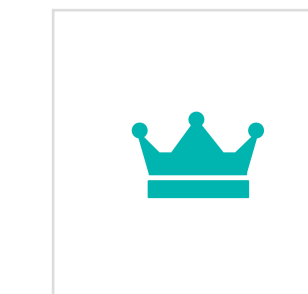
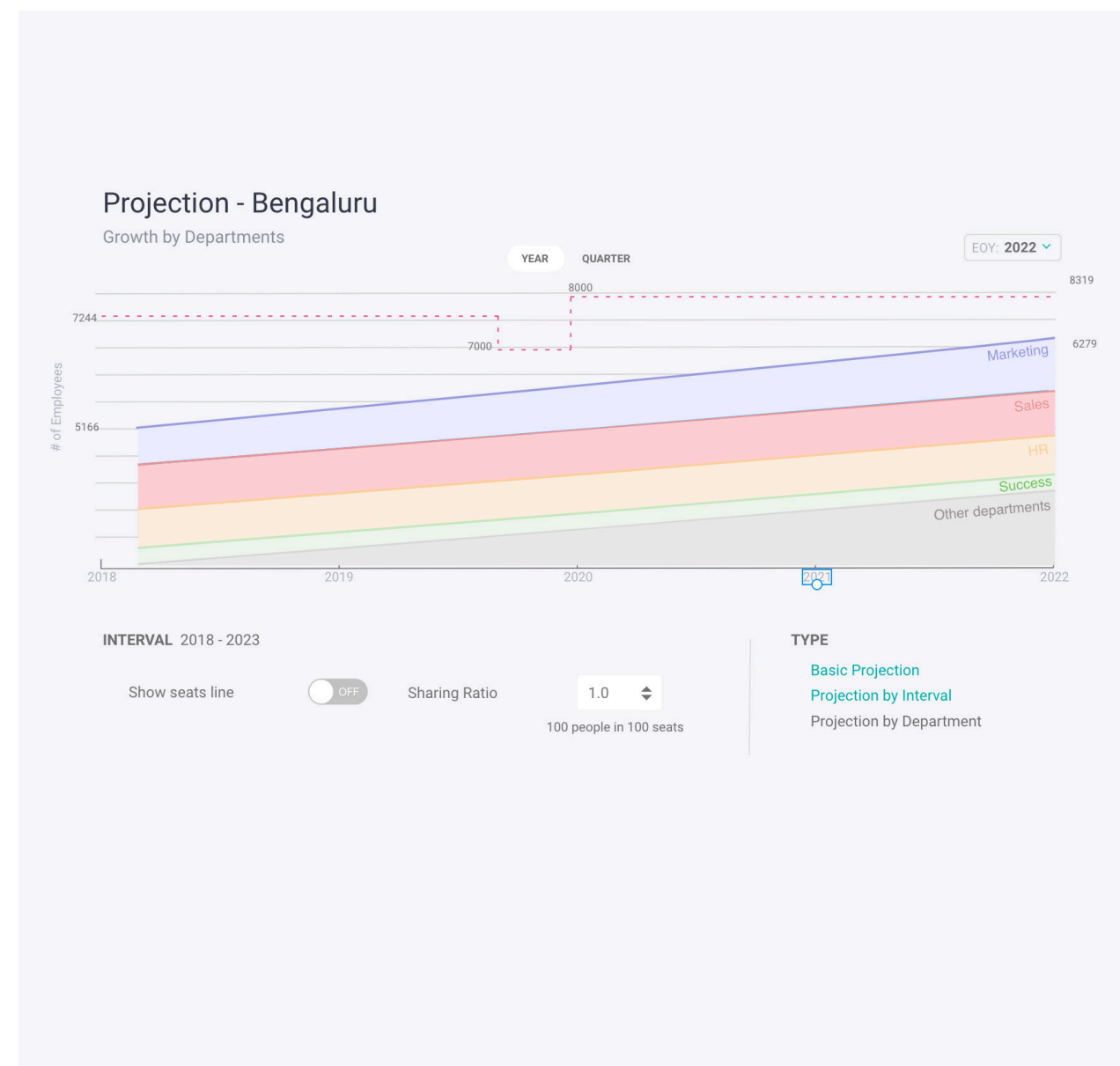
Stack and Stack AI

Design Innovative feature Stack which involved both big data Visualization as well as Interaction. Also designed Stack AI. Became a favorite premium feature in the Web App by the customers.



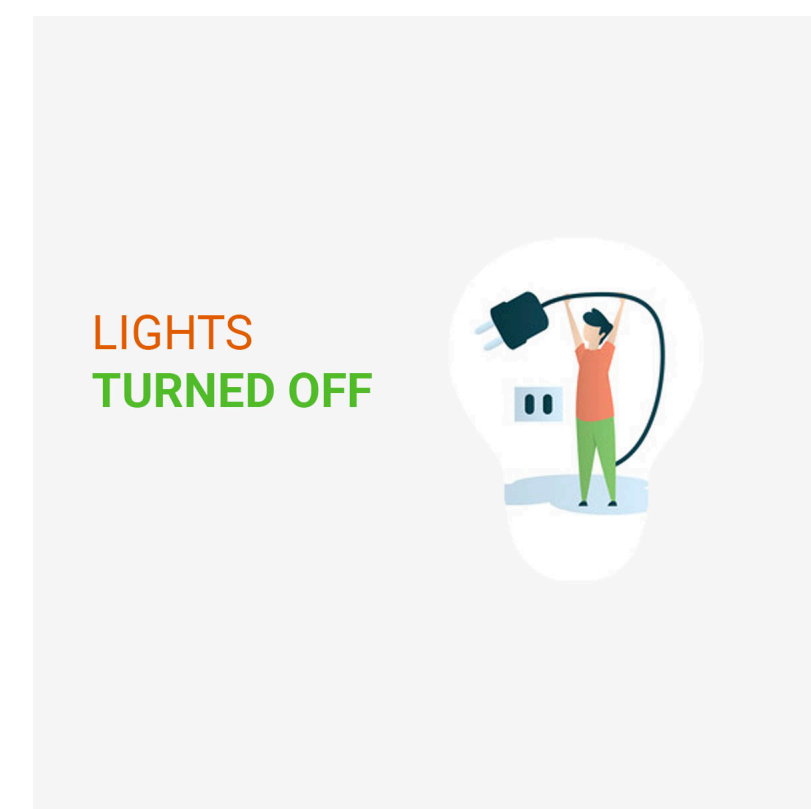
Redesigned UI/UX for the web App

Re-imagined and Re-designed the UX Navigation and the complete Architecture of the Web App.



Slack Plugin, AutoCAD Plugin, Mobile App, etc.

Designed 10+ other complex features in the application, namely Projections, Dashboard, Plugin involving Slack, AutoCAD, Mobile App etc.

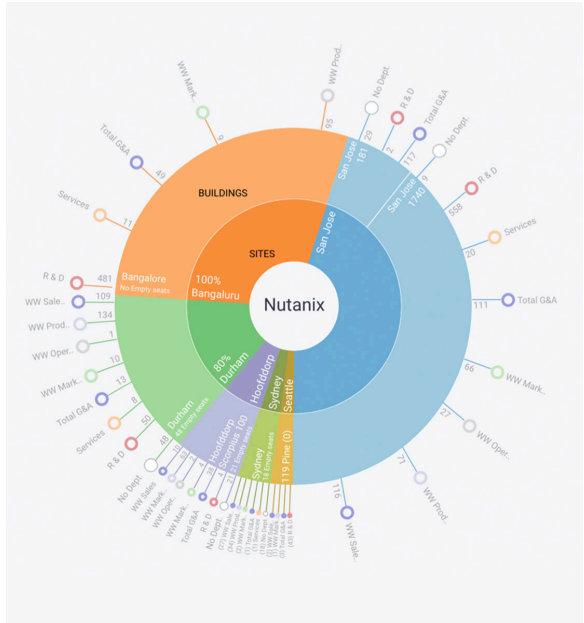


PORTFOLIO

DESIGN WORKS



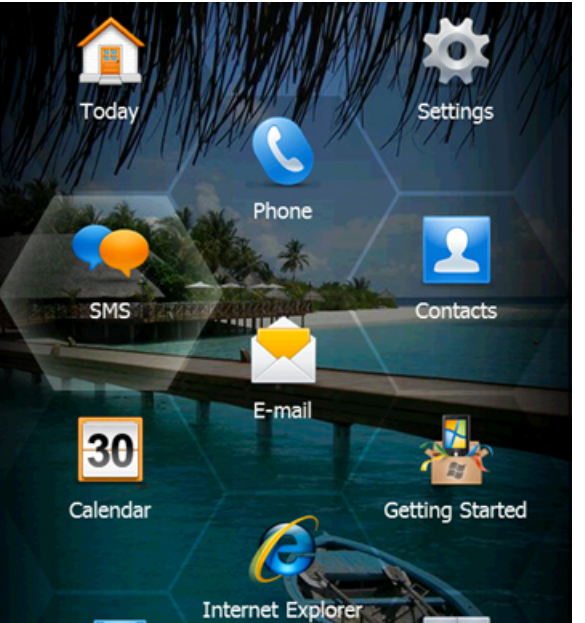
SPACEIQ
UX
ARCHITECT



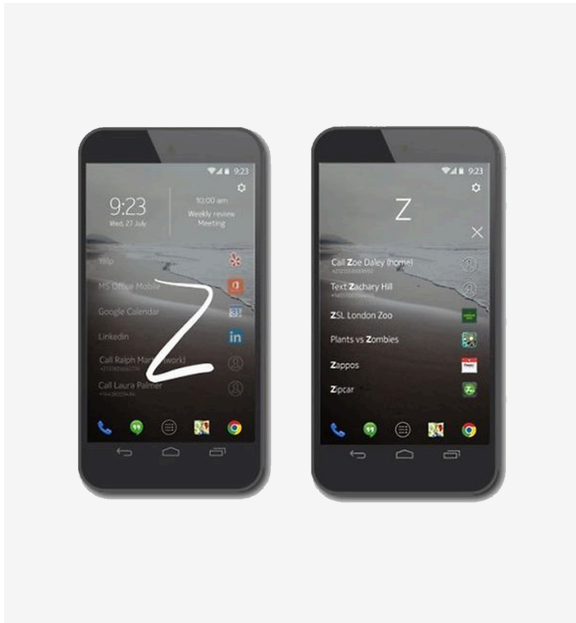
MOBILE
IRON
LEAD
UX



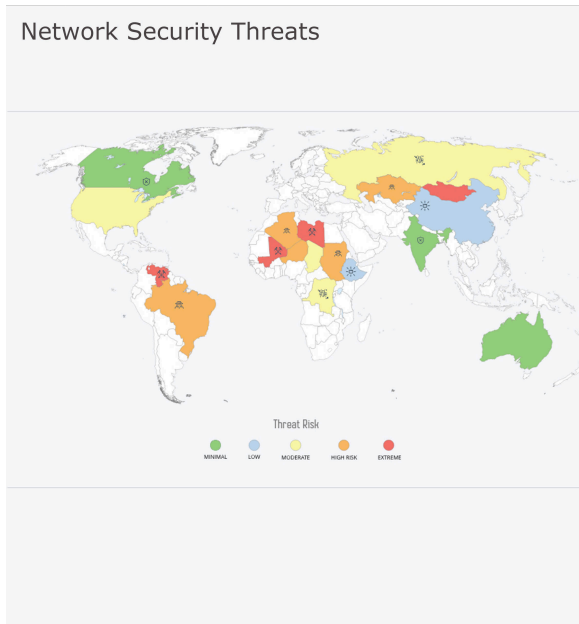
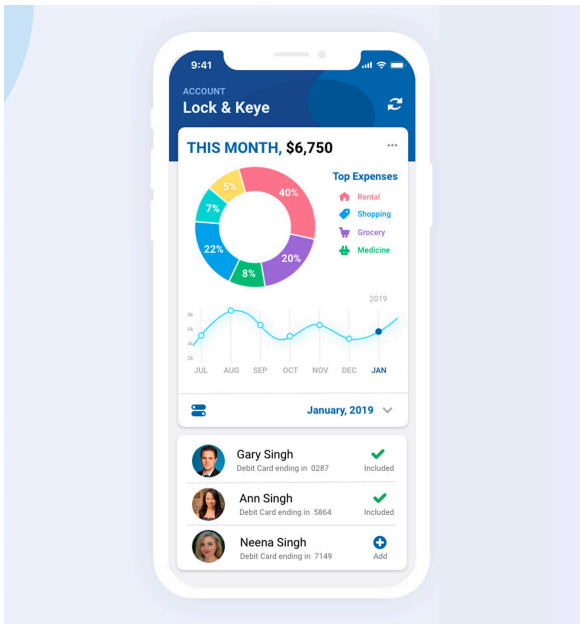
SONY
UX
ENGINEER



NOKIA
WEB
DESIGNER



PRO
UX
HEAD
OF UX



LAMAR
WEB
MASTER



HOW?

Design is how it works. - Steve Jobs

+

Not like this...



1



2



3



4

Like this...



1



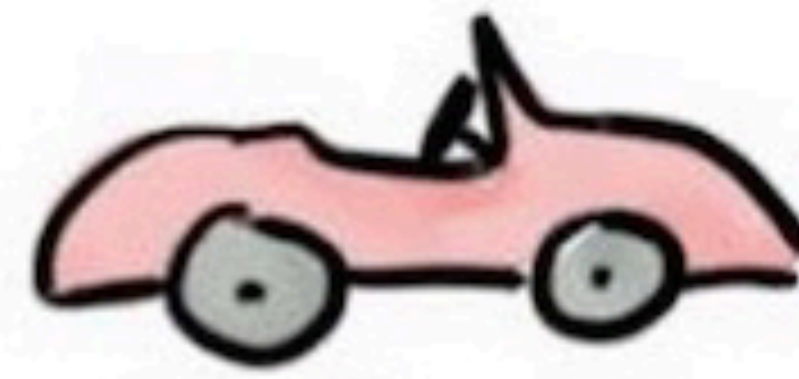
2



3



4



5

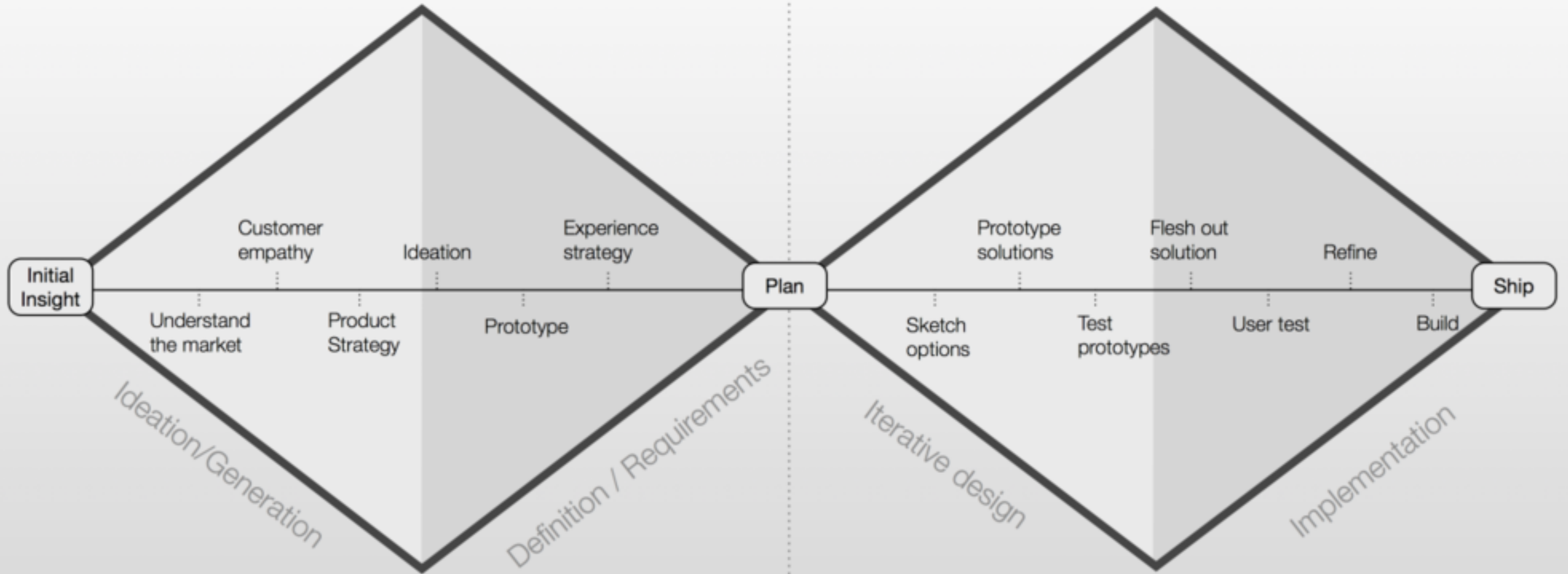
OVERALL DESIGN PHILOSOPHY

Definition

Strategy and plan, aka "Why?" and "How?"

Execution

Working through tradeoffs to deliver optimal solution, aka "What?"



design makes strategy concrete

design supports delightful, engaging experiences



THE UX PROCESS

FOUR STEPS

1

User Research

Understand Business Objective, User Persona and the Context of the Problem

2

Interaction Design

Create multiple wireframes to flush out all the possible interaction, features of the application

3

Visual Design

Create an instance of the feature in pixel perfect visual design to “feel” it

4

Prototype

Create a working prototype to test and get feedback on all the design screens. This with the final design specs become part of the deliverables to the Engineering

“

—
**Beauty and brains, pleasure
and usability** – they should
go hand in hand

Don Norman

Other Design Activities

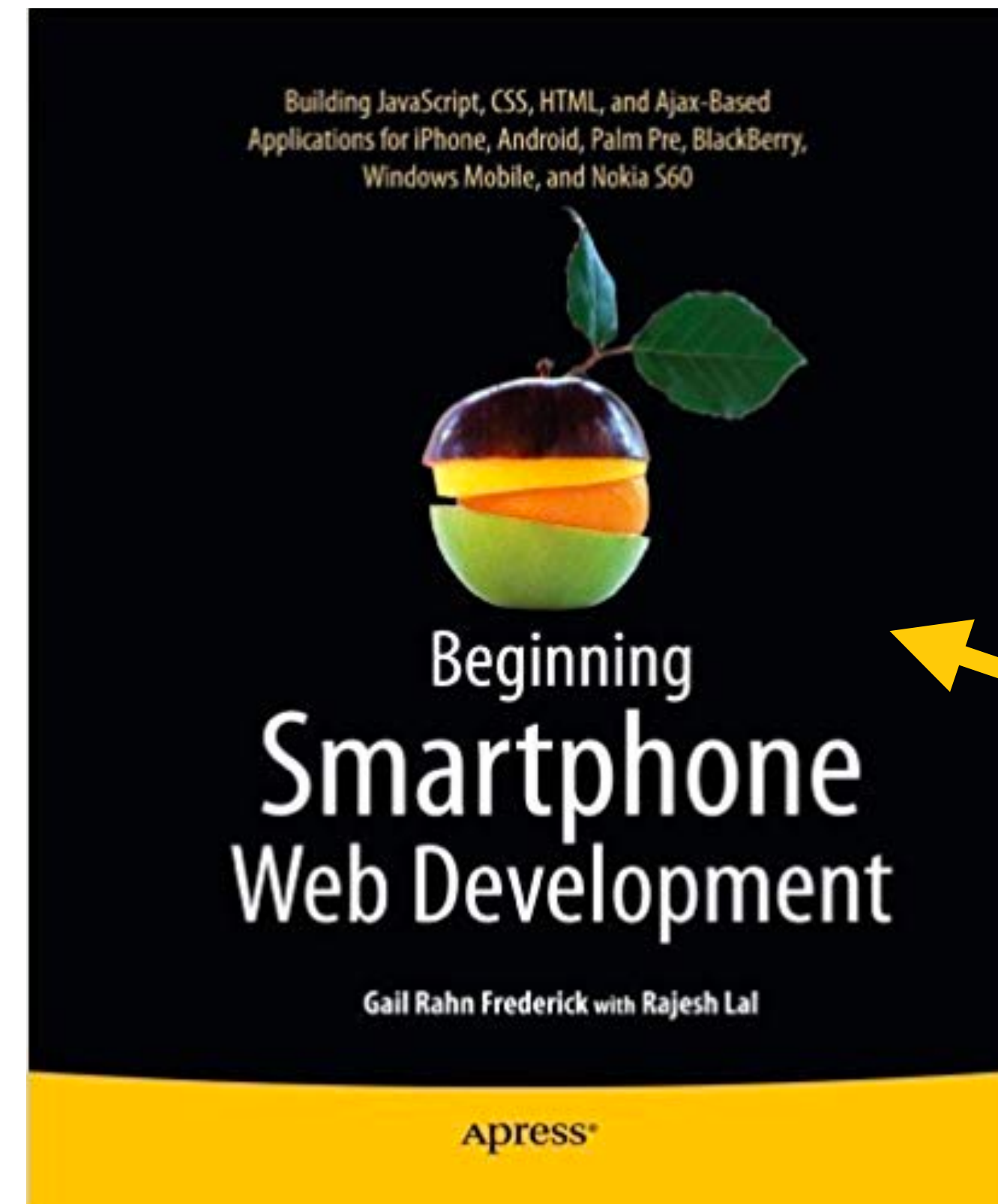
BOOKS AUTHORED

DESIGN AND WEB

WROTE A UX GUIDE
100 WAYS TO DESIGN BETTER DESKTOP, WEB AND MOBILE INTERFACES



2013



2010

WROTE A **CHAPTER** ON DESIGN AND USABILITY

PRESENTATIONS

DESIGN AND UX



CORPORATE INNOVATION SUMMIT 2019

UX Workshop

How to design a product with great user experience

Raj Lal, March 28, 2019. Centara Grand Convention Center



Website Optimization

Raj Lal,
UX Architect, SpacelQ,
Stanford July 28



Evolution of User Interface

Raj Lal  @iRajLal
Nokia Inc.

DIGITAL WEB & DESIGN INNOVATION SUMMIT
SAN FRANCISCO, CA , SEPT 20, 2013



Accessible Design

Raj Lal
Nokia Inc.

 **HOW** INTERACTIVE DESIGN CONFERENCE



Silicon Valley Designers

.....

Designer Community

Stanford Igniters



.....

Startup Community in Silicon Valley



THANK YOU

QUESTION? CONTACT ME



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