

Raj Lal, MS

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Digital Product Leader with passion for design and technology

Multifaceted technical career with 12-year track record of innovation and success

Highly creative and multitalented UX Leader with extensive experience in desktop, web, and mobile applications. Skilled in directing projects liaison between design and development teams working in agile environment. Expert in UI/UX, UX-Research, Interaction Design, Conversion Rate Optimization(CRO), A/B Testing and Web Analytics. Exceptional collaborative and interpersonal skills; able to build exceptional rapport with clients, driving successful product life cycles and coordinating design changes. Proficient in written and oral communication as a published author and presented at several engagements. Excel within deadline-driven environments, operating with strict budget requirements.

Core Competencies:

- User Experience & Accessibility
- Web and Mobile UI Design
- Prototyping, Data Visualization
- Website Optimization and Web Analytics
- New Product Strategy
- UX Research, A/B Testing, Personas
- Wireframes, IA and Mockups
- Agile and Lean UX Team Management

Professional Experience

MobileIron, Inc., Mountain View, California

UX Lead, 3/2015 – 8/2017 (2.5 years)

Oversee the UXLab and supervise all ongoing projects. Direct a cross-functional team across Engineering and Design to generate a consistent UX. Own the UX for the enterprise App. Work with UX designers and UX researchers to gather data and requirements from customers. Assisted front-end team implement UI features and advocate for accessible (section 508) and mobile first design.

Key Projects:

- Did User Research, Interaction Design, Visual Design and Functional Prototyping
- Owned the UX Design System and a reusable UX component library for designers and developers
- Helped Upgraded the complete UI of the Enterprise App for consistent User Experience
- Did User Research, Website Optimization and A/B Test with Optimizely to optimize the User Journey for personas
- Evaluated for Accessibility(Section 508) & created a VPAT(Voluntary Product Accessibility Template) for webapp

Nokia Inc., Mountain View, California

Design Technologist, 2/2009 – 11/2014 (5 years)

Designed and developed customized prototypes in Emerging Platform building disruptive consumer products using Adobe Illstrator, Photoshop for Design and prototyping with Mockup.io. Helped develop consistent Style and Apps for Cross device interaction between, desktop browser, iPhone and iPad. Worked on W3C Widgets for MeeGo device. Created UI frameworks and design guidelines. Worked extensively with design tool and HTML5 & CSS3.

Key Achievements:

- Prototyped multiple concepts, connected cars, AI assistant, GBS enabled skateboards, Shape Shifting UI, Scripting interface for ultra mobile experience, ZLauncher
- Designed Apps for MeeGo Phones, chief evangelist for Nokia developer platform in Nokia
- Nominated W3C member for HTML5, worked with industry experts to shape the HTML5 APIs.

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Sony Electronics, San Diego, California

Lead UI/ UX Engineer, 9/2008 – 2/2009

Successfully designed and developed Mobile Apps and Prototypes for Sony Mylo Windows Mobile. Created custom prototypes in Rich Internet Applications (RIA) in Silverlight and Flash and extensively with Expression Design and Blend. Aid in the conceptualization and creation of multiple innovative User Interfaces. Mentored software engineers and developers for best practices for user interfaces.

Key Achievement:

- Contributed to the design (patented) Honeycomb User Interface for Mobile devices.
- Worked on Web app store Website optimization, Analytics and User Research.

Entriq Inc., Carlsbad, California.

Lead Developer/ Solutions Engineer, 9/2007 – 2/2008

Worked on creating custom branded media store in ASP.NET using JavaScript. Worked with CDN network to optimize the media streaming performance. Created XML Web Service to talk to bridge between .NET and Java Technologies.

Key Achievement:

- Successfully worked on Digital Store NBA, UFC, EchoStar, and dishonline.com.
- Launched feature-rich pay media store to sell digital content.

ImageWare Inc, San Diego, California

C#.NET Programmer, 9/2005 – 2/2007 Created desktop Biometric software

Proficiencies

Sketch, InVision, Adobe Photoshop, Illustrator, Zeplin, Omnigraffle, Optimizely
HTML5, CSS3, JavaScript, Bootstrap, JQuery, D3JS, SASS, C#
Mac, Linux, iPhone, & Android devices

Education and Credentials

Diploma In Digital Design, Art Institute of Pittsburg

Master of Science in Computer Science, Lamar University, Beaumont, Texas

Bachelor of Science in Computer Science, India

Professional Development

Certified UX Professional for Web and Mobile, Nielsen Norman Group

Stanford Ignite, Innovation and Entrepreneurship Program, Stanford University Graduate School of Business

Selected Publications

Digital Design Essentials: 100 ways to design better desktop, web, and mobile interfaces (Rockport Press)

Beginning Smartphone Web Development, with Gail Fredrick (Apress)

Creating Windows Gadgets using HTML, CSS and JavaScript (Sams)

Build Advanced Camera App for Lumia Phones (MSDN Magazine)

Accessibility with HTML5 and Developing 3D Objects in Silverlight (MSDN Magazine)

Selected Presentations

Evolution of User Interface at Digital Web Design Innovation Summit SF

Accessible Design at HOW Design conference

HTML5 What's around the Bend at Dept. of Veteran Affairs

N Screens problem with HTML5 at W3C Web Conference Redmond