JAMES BABU

User Experience Designer

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EMPLOYMENT

Senior User Experience Designer, Amazon Kindle   October 2022 - Present

- Defined a 3-year experience vision to drive the future of the library content experience for Kindle customers.
- Researched and designed new solutions to organize, filter, and sort Kindle customers' library content.

Senior User Experience Designer, Sonos   March 2017 - September 2022

- Led design for the initial setup and configuration experience. Delivering multi-modal experiences specific to networking, security & privacy, home theater setup, voice assistant setup, along with other technical and configuration features.
- Delivered a ground-up app redesign of the out-of-box Sonos speaker setup experience. Released September 2020.
- Delivered the experience to add consecutive products to the network and update them simultaneously, enabling installers to save hours of setup time each year.
- Drove strategy and incubation of a new application surface catering to installers' focus on troubleshooting, configuration, and maintenance of their client systems.

Senior Information Architect, Publicis.Sapient   September 2015 - February 2017

- Researched industry tech trends in order to develop three future-forward user experience visions, contributing interaction and service designs in order to deliver 3 video storyboard concepts for a leading financial institution.
- Reviewed and analyzed fraud insight information in order to visualize data into a set of user friendly dashboards for a leading financial institution. Supported vision enhancement and clarification for a digital advisor platform for a leading financial institution.
- Analyzed an existing international organization's community website in order to design and deliver technical documentation for a new responsive website.

Interaction Designer, Bose Corporation   September 2011 - August 2015

- Led the design for integrating Bluetooth music streaming into the SoundTouch app and speaker ecosystem behaviors.
- Led the design for the Deezer experience on the SoundTouch app, as well as, the rapid Deezer auto-account creation feature.
- Led the design for Wave SoundTouch, Solo 10/15, and user experience co-lead for SoundTouch Portable, 20, and 30.

SKILLS

Product Design
Interaction Design
Instructional Design
Interactive Prototyping
Copywriting
Visual Design
User Research
Human Factors & Ergonomics

EXPERTISE

End-to-end Product
Development
Agile Development
Music and Audio Systems
Internet of Things (IoT)
Multi-modal Ecosystem Design
Platform Design
Networking
Wireless Security
Wireless Technologies
Experience Architecture

EDUCATION

Master of Science in Human-Computer Interaction
Rochester Institute of Technology (RIT)
Rochester, NY, August 2012

Bachelor of Science in Computer Science
The College of New Jersey (TCNJ)
Ewing, NJ, May 2009