

# abin joe.

User Experience Designer

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## Skills

### Research

Qualitative research  
Quantitative research  
Field research  
A/B testing  
Heuristic analysis  
Competitor analysis  
Synthesis & insight generation

### Design

Storytelling  
Persona creation  
Interaction design  
Visual design  
Service design  
Illustration  
Design system creation

### Prototyping

Low/high fidelity prototyping  
Rapid prototyping

### Collaboration

Facilitating workshops with users & stakeholders  
Design critiques  
Product teardowns  
Content curation

## Work Experience

### Tata Consultancy services

UX Designer / Nov 2012 - Present

Worked across user research and UX design functions, delivering design solutions for digital transformation projects for clients in energy, telecom, banking, life science, automobile, retail and travel verticals across North America, Australia, Asia, Europe and the Middle East.

## Education

### B.Tech

Federal Institute of Science & Technology, Angamaly.  
Electrical & Electronics Engg.

2008 - 2012

## Certifications

Interaction Design  
Foundation (IDF)

## Tools

Sketch  
Adobe XD  
Photoshop  
Illustrator  
Figma  
MS Office

## Publication

Joe, A. (2019, Nov). Angamaly muthal Arctic vare (From Angamaly to Arctic). *Malayala Manorama*.

[Article on 90-day solo bike trip spanning 24 European countries](#)