Brady Ajay

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Experience

Founder, User Experience Designer

Leading Tone | January 2005 – Present

I started Leading Tone while enrolled full-time in music school. Since then, I have worked on the following projects:

Agent Achieve | CoreLogic

In collaboration with Iteration Group, I conducted the UX analysis effort for this real estate agent productivity product. I diagramed the current state of the information architecture and user flows, conducted a content inventory, interviewed users, reviewed site analytics and survey data. I assisted with the research synthesis and recommended a new product structure and UX strategy.

Stock Screener | Chaikin Analytics

I worked closely with the product manager at Chaikin Analytics to redesign the stock screener for their financial analysis tool.

MLS Dashboard | Clareity Security

Collaborated with Iteration Group. Led UX research and product design for customizable dashboard. Conducted client workshops, stakeholder and user interviews. Sketched concepts, created information architecture, and wireframes. Reviewed designs extensively with technical team and end-users. Oversaw visual design. Dashboard currently in development for national rollout.

Global Lab for Health | UCLA, Institute for Innovation in Health

The Global Lab for Health allows global healthcare innovators and providers to share ideas that increase access to and decrease costs of healthcare. Collaborated with Iteration Group. Led UX research and product design. Project originated as a re-design of sub-pages on an academic department website. It evolved into an MVP on its own URL. Currently, users have submitted 81 innovations. The Global Lab for Health is in the process of being transformed into a funded start-up.

Toyota.com Content Inventory | Saatchi & Saatchi Los Angeles

Conducted content inventory and audit of Toyota.com. Collaborated with content strategist on migration recommendations.

Portfolio Management Tool | Vanguard

Collaborated on UX vision for $150 million + financial application. Portfolio managers use this tool to manage over $4 trillion of assets. Conducted document forensics, participated in business process workshops, synthesized business research into process

diagrams. Created application information architecture diagram, wireframes, task flows, and data visualization concepts.

Enterprise Search | Vanguard

Led the first implementation of search at international division for their [Canadian financial adviser website](#). Collaborated with Autonomy search, innovation, IT, business, content, marketing, client insight, and design teams. Conducted extensive research on best enterprise search practices, collected accumulated wisdom from across the enterprise, benchmarked against US financial adviser site, conducted search log analysis, synthesised data, and presented findings.

Diagrammed component architecture and user flow. Drafted lists of controlled vocabulary, best bet terms, synonyms, metadata terms. Designed responsive wireframes.

Hypothesized and recommended a relevancy formula for search engine configuration, performance and sustainable maintenance. Recommended actions for content strategy and implementation across 17 other international sites. Presented designs and rationale to entire division including executive leadership. Oversaw successful implementation of the design.

Experience Map | Vanguard

Synthesised research data into an experience map of Canadian financial advisers. Extracted 451 data points from 9 usability and marketing studies. Conducted qualitative data analysis; categorized and coded themes. Diagrammed task flows, user touch-points, guiding principles, and opportunities.

Presented to management, business, marketing, client insight, and design teams. Recommended strategic implementation and maintenance of the activity.

Experience map findings informed a larger division-wide strategic initiative. Client insight team adopted experience map practice.

Canada Financial Advisors Site | Vanguard

Provided UX support for new pages and features including ETF financial product launch, Adviser's Alpha, and fund comparison tool. Collaborated extensively with business, client insight, marketing, and visual and interaction design teams. Created content inventory, concept sketches, information architecture, and wireframes. All features were responsive, tested well, and were successfully implemented.

European Prescription Information Product | Merck

Sketched concepts, created information architecture and wireframes for prescription drug information product. Merck led effort with 19 other pharma companies doing business in Europe to create an online alternative to paper information sheets that

accompany prescription drugs. Merck presented concepts to the European Medicines Agency, the FDA-like organization of the European Union.

Dental Insurance Website | Red Privet

Created content inventory, information architecture and wireframe concepts for unitedconcordia.com, a dental insurance corporate website.

Neupro Marketing Website | Digitas Healthcare

Created process flow diagrams, information architecture, and wireframes for neupro.com, a pharmaceutical brand site.

Benefits Administration Application | Vanguard

Led research and visioning effort for a reporting feature retirement benefits administration product. Interviewed executives, users, and business and call-center teams. Conducted contextual interviews with call-center employees. Created sitemap, content inventory, concept sketches, process flow diagrams, and high-fidelity wireframes.

Elsevier Medical Research Search Tool | Electronic Ink

Re-designed user interface for a medical article search product.

American Red Cross Content Inventory | Empathy Lab

Conducted 2,500-item content inventory of redcross.org for the American Cross.

Pfizer (formerly Wyeth)

Worked in a small team and as a UX-team-of-one. Collaborated extensively with business, IT, engineering, legal, and research teams across the enterprise. Led all user-experience design, research, and usability testing activities.

Website and application projects include:

- **Genetically Modified Animal Database**
  Software that tracked animal breeding for drug experimentation.
- **Quality by Design Manual**
  Online reference guide for global knowledge-sharing initiative.
- **Engineering Websites**
  Informational websites for several engineering departments.
- **Business Technology University**
  e-Learning website integrating SkillSoft content for internal training.
- **eLibrary**
  Scholarly and scientific online research tool.
- **Technology Transfer**
  Informational website.
- **Intellectual Property**
  Informational website.

- **Sustainable Energy Program**
  Informational website.
- **International Trade Controls**
  Informational website.
- **Global Corporate Affairs**
  Informational website.

Arestin Website | DiD
Created content inventory, information architecture, and wireframes for arestin.com, a periodontal antibiotic.

Campbell's | Sabre Group Marketing
Created content inventory, information architecture, and wireframes for rethinksoup.com, Campbell's online resource for foodservice operators.

Guitar Center Intranet Site | Kanter International
Created information architecture and wireframes for social-networking intranet site.

GSI Commerce (now eBay)
Project managed e-commerce store design deliverables for Ecko, Elizabeth Arden, Bath & Body Works, and iRobot.

McGraw-Hill Higher Education
Envisioned product design for classical music e-learning application.
- Created information architecture and wireframes.
- Hired Huge for design and development.
- Conducted content inventory.
- Project managed the effort.
- Proposal and project plan informed a new standard for all McGraw-Hill Higher Education interactive development vendors.

User Experience Designer
Cask | July 2015 - August 2016
I led UX design and assumed product manager duties at this Palo Alto start-up. Introduced and modeled fundamental principles of design thinking. I designed UX for the Hydrator and Tracker extensions of Big Data middleware product. Hydrator is an extraction, transformation, and loading (ETL) application used for getting data into the system. Tracker allows users conduct deep metadata searches and explore the lineage of records. Here, they can also monitor data quality and administer metadata, controlled vocabulary.

The design helped to secure sales and was widely praised at industry conferences.

Founder
Douzee.com | June 2012 - Present
Conceived and designed the user experience for an e-learning product that provides an intuitive

approach to learning music harmony.
- Conceived and designed music harmony data visualization system as an aid for learning and applying the mechanics of functional music harmony.
- Distilled relevant data from several other traditional methods into a universal system.
- Filed patent application on April 2, 2015.
- Product is currently being prototyped and user tested.

Principal, User Experience Designer
Sealworks | March 2000 - December 2004

Performed roles of UX designer, account manager, project manager, and business developer for this boutique design studio.
- Created information architecture and wireframes for content-intensive products.
- Oversaw project execution and delivery from business acquisition through launch.
- Secured an annual average of $150,000 in new business from 2002 to 2005.
- Managed web and interactive projects with budgets of up to $115,000 per project for clients such as Johnson and Johnson, Janssen Pharmaceutica, McGraw-Hill, Altria (formerly Philip Morris), and Dow Jones.
- Successfully pitched and designed original product concepts.
- Estimated and negotiated budgets and schedules.
- Wrote proposals, contracts, creative briefs, and technical requirements.

Education

Dickinson College | Carlisle, PA
BA, American Studies

University of East Anglia | Norwich, England
Junior Year Abroad

Temple University, Esther Boyer College of Music | Philadelphia, PA
Jazz Performance