ABDUL ZURIKI

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PROFESSIONAL SUMMARY

UX/Product Designer with experience designing user-centered digital products, conducting user research, and translating complex requirements into clear workflows and scalable interfaces. Background also includes hands-on AV and low-voltage installation, structured cabling, equipment mounting, and system testing. Combines a user-focused approach with practical technical problem-solving, cross-functional communication, and a focus on usability, reliability, and measurable outcomes.

PROFESSIONAL EXPERIENCE

Technician | *ABNH — Princeton, NJ* | *February 2026 – Present*

- Install and terminate 70V and low-impedance speaker wiring, Cat6/network cabling, and HDMI/AV signal cabling.
- Mount and install televisions, speakers, cameras, equipment racks, and wireless access points.
- Route, organize, secure, and label cabling to maintain clean, accessible, and serviceable installations.
- Interpret basic system layouts and installation plans; support equipment placement, rack builds, and hardware installation.
- Troubleshoot basic connectivity problems and wiring faults, then test and verify system operation before handoff.
- Communicate installation progress, technical issues, and completion status clearly to team members.

Associate UX Designer | *Tata Consultancy Services (XTG) — Remote* | *September 2022 – September 2025*

- Designed a personalized digital employee experience platform for Kaiser Permanente, contributing to a 30% increase in engagement and a 23% increase in satisfaction.
- Led a UX redesign of the Stellantis Market Center portal, improving navigation, responsiveness, and content discovery while reducing load times by 42%.
- Conducted 50+ user interviews and usability studies to identify operational pain points and inform product decisions.
- Produced 100+ wireframes, user flows, and interactive prototypes to communicate design intent and guide engineering implementation.
- Partnered with product managers and engineers in design sprints, helping accelerate prototyping and development cycles by 50%.
- Applied iterative design improvements that reduced task completion errors by 13% and increased task success by 17%.
- Created reusable UI components and scalable design systems patterns to improve consistency across products.

Product Designer | *Critical Response Group — Hamilton, NJ* | *March 2022 – August 2022*

- Designed dashboards and interfaces that support real-time decision-making in high-pressure operational environments.
- Translated complex operational requirements into intuitive interface structures and clear information hierarchies.
- Created more than 200 visual assets, illustrations, product layouts, and UI components for digital and print applications.
- Collaborated with stakeholders to prioritize features according to user impact and operational needs.
- Improved the clarity and visual hierarchy of mapping tools to support faster interpretation and decision-making.
- Delivered design work within tight operational timelines, achieving 100% on-time execution.
- Improved project efficiency by 33% by breaking complex requirements into manageable product-design solutions.

User Experience Researcher | *Coo-e LLC (Startup) — Highland Park, NJ* | *September 2019 – May 2020*

- Conducted usability tests and behavioral analysis to evaluate how users interacted with digital products.
- Used qualitative and quantitative research to identify usability barriers and opportunities for improvement.
- Developed user personas, scenarios, and journey maps to inform product and design decisions.
- Delivered research-informed product recommendations that contributed to an 18% increase in app traffic.
- Helped improve alignment between product functionality and user expectations by 36%.
- Facilitated research sessions, documented findings, and presented insights to support feature prioritization.
- Created wireframes and prototypes to evaluate potential improvements before implementation.

CORE SKILLS

UX & Product Design: User Research, Usability Testing, Interaction Design, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, Design Systems, UI Design

AV & Low-Voltage Installation: 70V and Low-Impedance Speaker Wiring, Cat6/Network Cabling, HDMI/AV Cabling, Equipment Mounting, Rack Builds, Cable Management, Cable Labeling, Basic Troubleshooting, System Testing

Design & Collaboration Tools: Figma, Adobe XD, Sketch, UXPin, Zeplin, Miro

Technical: Basic HTML, CSS, JavaScript; Agile/Scrum; Accessibility and Usability Standards

EDUCATION

Bachelor of Arts (B.A.), Information Systems | New Jersey Institute of Technology | August 2020

Associate Degree (A.D.), Business & Information Systems | Middlesex County College | December 2017