

# Kabeer Andrabi

Product Designer • Strategist

# Hi! I'm Kabeer

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## EDUCATION

### UNIVERSITY OF CALIFORNIA, BERKELEY

Master of Design (HCI and Emerging Technologies)

### VELLORE INSTITUTE OF TECHNOLOGY, VELLORE

Engineering - Electronics and Communications

## SKILLS

End-to-End Design | Product Strategy | Design Systems

User Research | Service Design | Interaction Design

Wireframing | Rapid Prototyping | Visual Design

Usability Testing | Information Architecture | Speculative Design

## SKILLS

Figma | Adobe XD | Sketch

Axure RP | Adobe Photoshop | Adobe Illustrator

Fusion 360 | HTML/ CSS | Javascript

## EXPERIENCES

May 2023  
Aug 2023

- **PRODUCT DESIGN INTERN | RIPPLE**  
San Francisco, CA

Designed a low cost solution for searching and downloading experience on the financial payments platform, reducing the operational time by over 80%.

Developed the MVP and future vision for reporting and reconciliation process on Ripple Net, minimizing manual reconciliation efforts, curtailing customer support, and amplifying scalability for future growth.

Aug 2022  
Present

- **XR DESIGN LEAD TEACHING ASSISTANT | UC BERKELEY**  
Berkeley, CA

Design, develop, and implement weekly classes for over 60 students in XR Design, fostering a deep and practical understanding of the field.

Aug 2020  
Jun 2022

- **UX DESIGNER | AMADEUS**  
Bangalore, India

Designed, developed, and implemented the e-ticket exchange portal for 30,000 airline agents of Air Canada and Southwest, which lowered agent handling time by an average of 3 minutes and significantly reduced investments on training agents.

Strategized a dashboard with cross-functional partners that is expected to cut the agent processing time by more than 30% once implemented.

Collaborated on organizing global events that led to appreciation of UX in the company and the creation of a 5 person team in Amadeus, Bangalore.

Aug 2020  
Jun 2022

- **KARIGAR | DESIGN FOR SOCIAL IMPACT**  
Berkeley, CA

Strategized and built a platform to connect marginalized artisans to the global handicrafts community, resulting in empowerment of 178 artisans.

Jan 2020  
Jun 2020

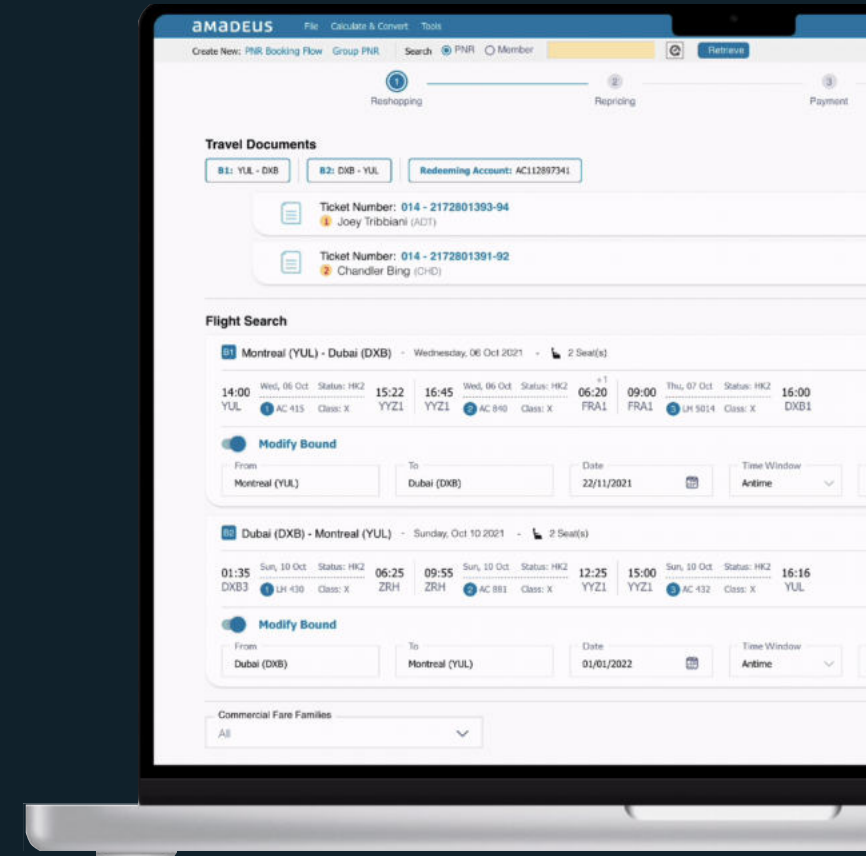
- **QUALITY ASSURANCE ENGINEER INTERN | AMADEUS**  
Bangalore, India

Developed an automated performance data capture library for Air Canada, seamlessly populating the analytics dashboard with real-time customer interaction data for intuitive insights.



# Efficient Itinerary Rebooking

## Enhancing Air Canada Call Center Workflow



**Company**

Amadeus

**Client**

Air Canada

**Timeline**

2021 Q2 - Q3

## Scenario

The **number of flight rebookings** for Air Canada **increased by 5 folds** during the COVID-19 lockdown.

The airline call center agents found it extremely difficult to manage customer requests because of an overwhelming and convoluted web application - ATC Shopper Premium.

## Problem



15 min Avg  
Call Handling Time

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Negative Impact on  
Air Canada

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How might we enable Air Canada call center agents to **rebook an itinerary** in a **quick and efficient** way?



More  
Aesthetic



Benchmark existing  
solutions



Design Reusable  
components



Create a baseline design for  
future products

## Research Constraints

There was a major **legal restriction** we faced while conducting the **user research**.

Because of the ongoing pandemic and certain corporate constraints, conducting research with the real users, i.e, the airline agents wasn't feasible.

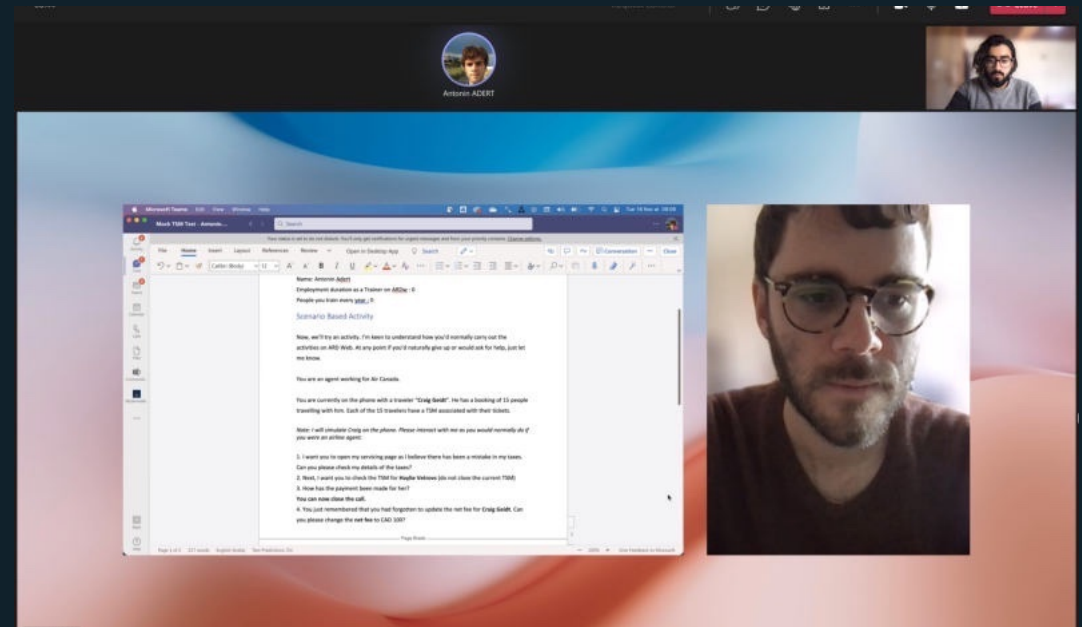
## Alternative Approach



Collaborated with **Airline Agent Trainers** closely connected to agent issues

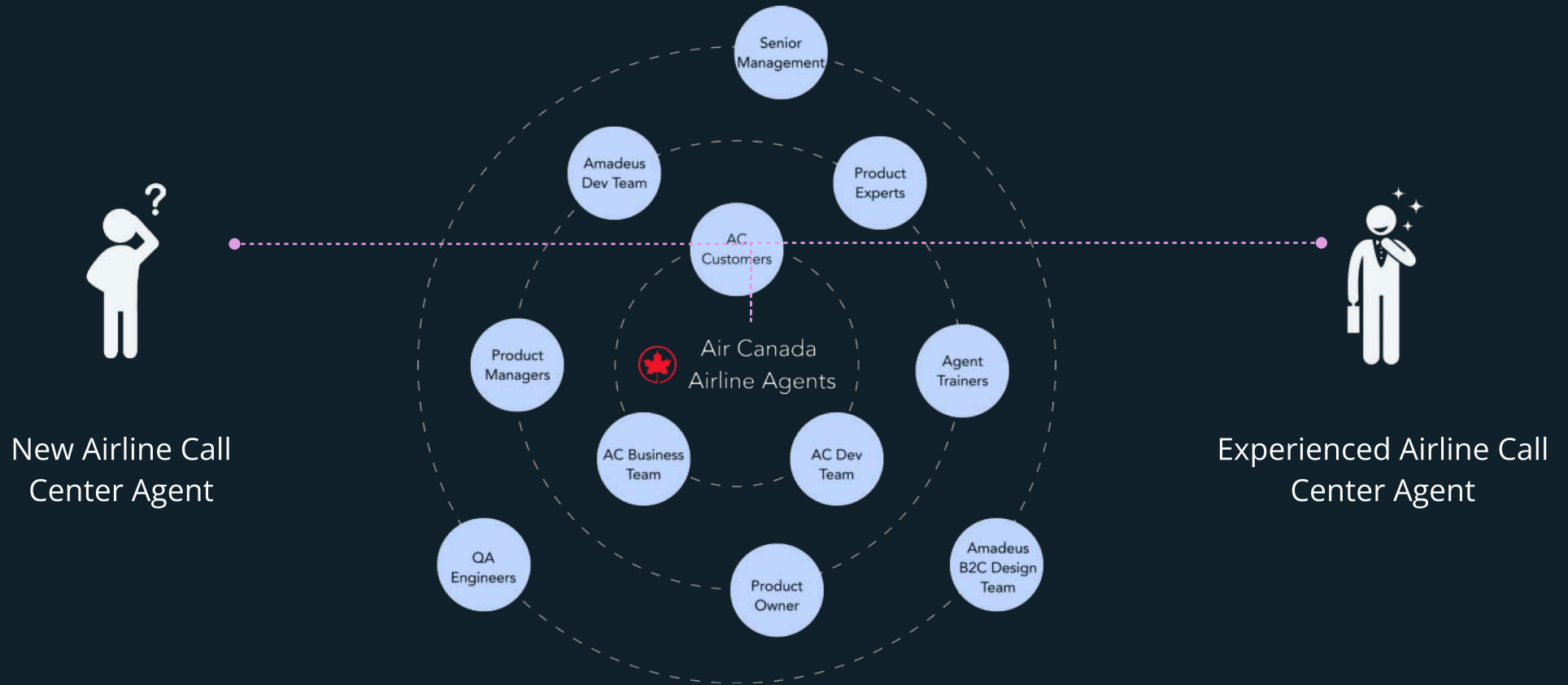


Conducted **Design Sprints** and **Expert Interviews** involving key product stakeholders.



# User Analysis

This led us to a detailed stakeholder map and two defined user personas



# Personas



New Airline Call Center Agent



Experienced Airline Call Center Agent

## Problems

- Confused by information/content on screen, leading to **longer calls**.
- Requires **extensive training** to operate website features/functions.

- Refers to **manual despite** years of website use.
- Weary of periodic product training.

## Expectations

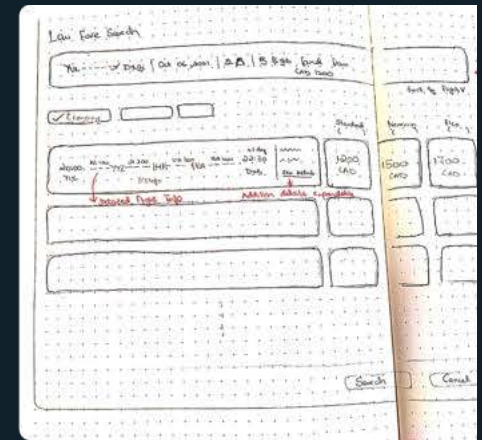
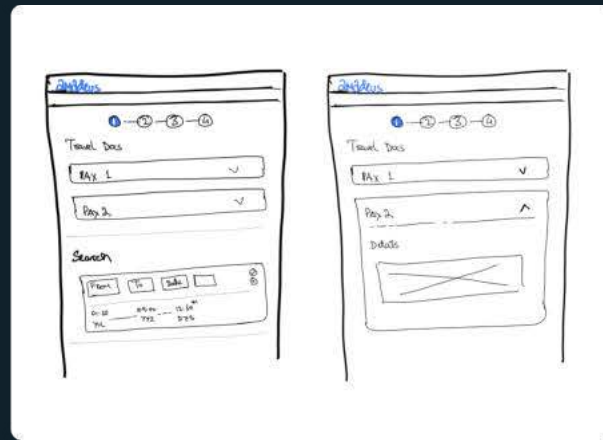
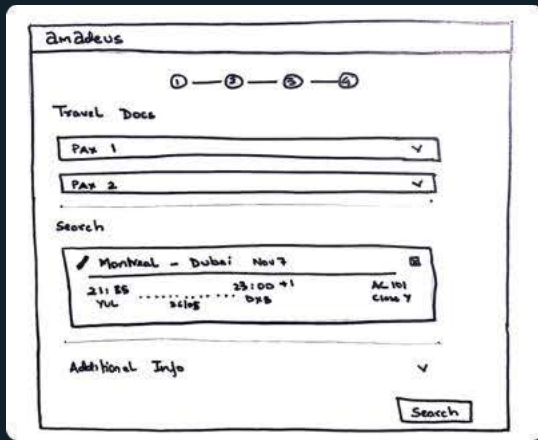
- Simpler flow and improved navigation for quicker, more efficient customer assistance.

- A less cluttered flow that is not completely different from the previous one.

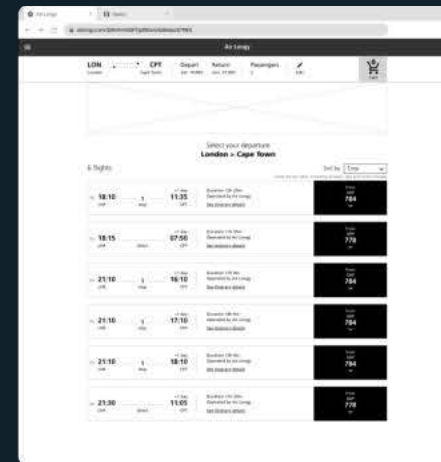
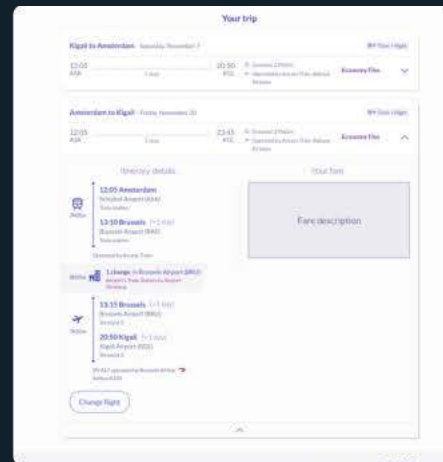
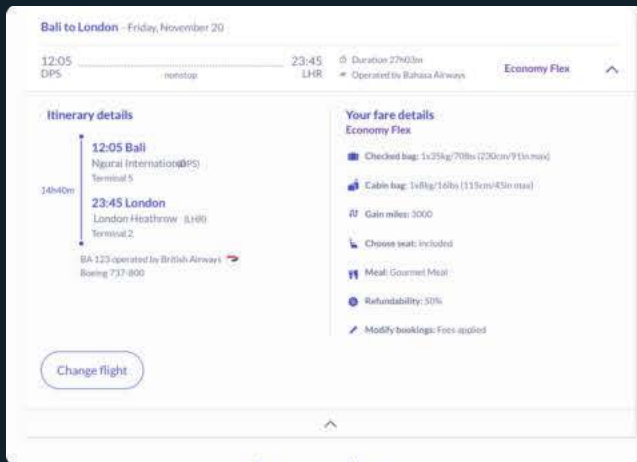
## Redefining Problem Statement

“How might we improve the **user journey** and **lower the agent processing time?**”

# Sketches

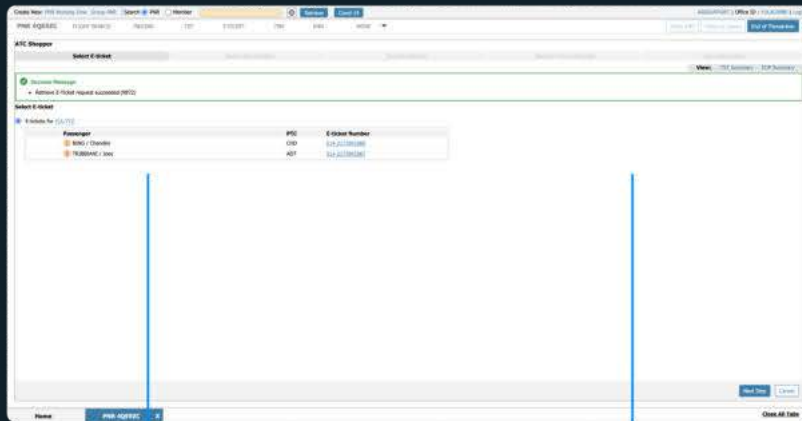


# Inspirations



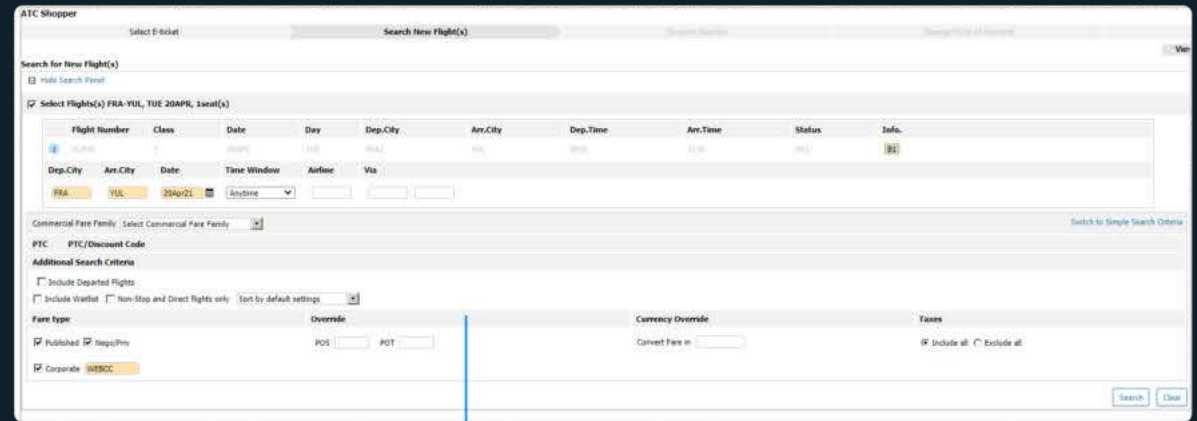


# Solution - Progressive Disclosure of Information



Nested popups make the website harder to navigate.

Extra step in the flow (landing page)



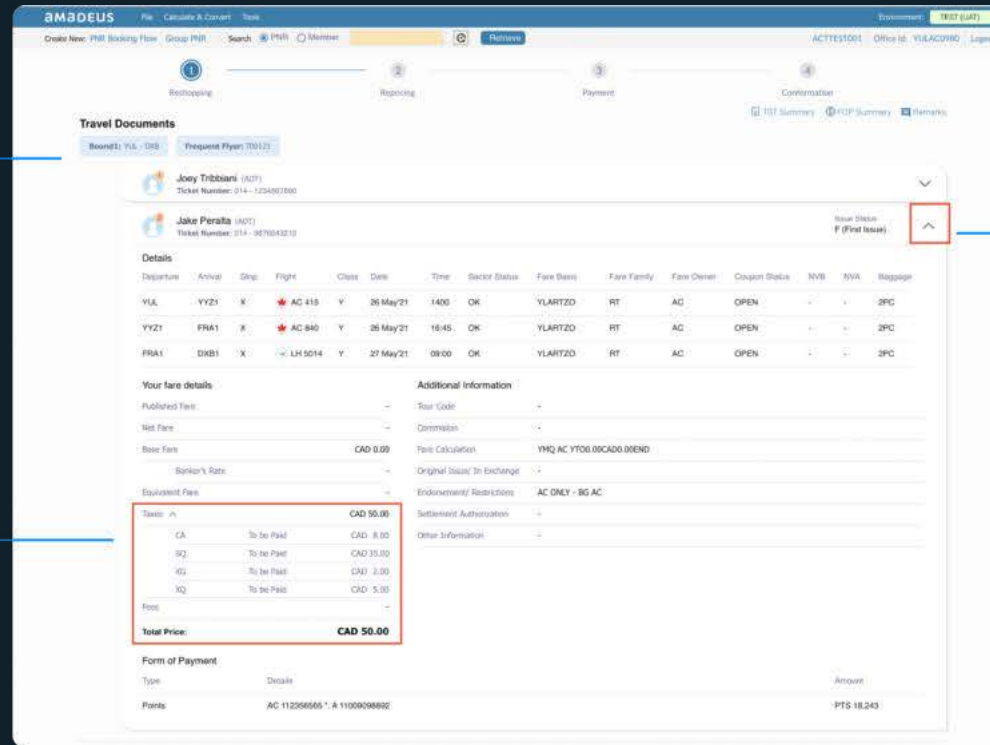
The overwhelming information is confusing agents when assisting travelers

*Existing Design*

# Iteration 1

Improved data sorting based on itinerary information

Accordion for details instead of pop-ups



Secondary information on expanding the card

## What They Liked:

- Elimination of the **extra steps** and reducing the **number of clicks** to perform the task.
- Easier to focus on the **primary data**, made the process feel less intimidating.

## Suggested Changes:

- Agents prefer sorting passengers **based on ticket number** rather than name.
- **Ticket bounds** need more information to for easier understanding.
- More focus on **optimizing space** and **data prioritization**.

# Final Design

The screenshot displays the Amadeus interface with a top navigation bar including 'File', 'Calculate & Convert', and 'Tools'. A progress bar at the top indicates steps: 1. Reshopping, 2. Repricing, 3. Payment, and 4. Issue Documents. The main content area is titled 'Travel Documents' and shows two tickets. The first ticket is for Montreal (YUL) to Dubai (DXB) with ticket number 014 - 1234567890, issued to Joey Tribbiani (ADT). The second ticket is for Montreal (YUL) to Dubai (DXB) with ticket number 014 - 2172801391-92, issued to Chandler Bing (CHD). Below the tickets is a 'Details' table with columns for Departure, Arrival, Flight, Class, Date, Time, Fare Family, and Coupon Status. To the right of the table is a 'Your fare details' section showing Base Fare (CAD 0.00), Taxes (CAD 50.00), and a Total Price of CAD 0.00. At the bottom, there is a 'Form of Payment' section showing Points (AC 112356565 \* A 11009098892) and an amount of PTS 18,243. A 'Flight Search' section is visible at the very bottom.

Departure	Arrival	Flight	Class	Date	Time	Fare Family	Coupon Status
YUL	YYZ1	AC 415	X	06 Oct 21	14:00	STANDARD	Open
YYZ1	FRA1	AC 840	X	06 Oct 21	16:45	STANDARD	Open
FRA1	DXB3	LH 5014	X	07 Oct 21	09:00	STANDARD	Open

Your fare details	
Base Fare	CAD 0.00
Taxes	CAD 50.00
CA	Paid CAD 8.00
SQ	Paid CAD 35.00
YG	Paid CAD 2.00
YQ	Paid CAD 5.00
<b>Total Price:</b>	<b>CAD 0.00</b>

Type	Details	Amount
Points	AC 112356565 * A 11009098892	PTS 18,243

Tooltips & Hover interaction for each bound

Focus on document number

Keep only the primary and secondary information

Details for tertiary information

# Impact



CLIENT



Lowered agent processing time from 15 mins to 5 mins.



Reduced the resources spent on training agents

**amadeus**

BUSINESS



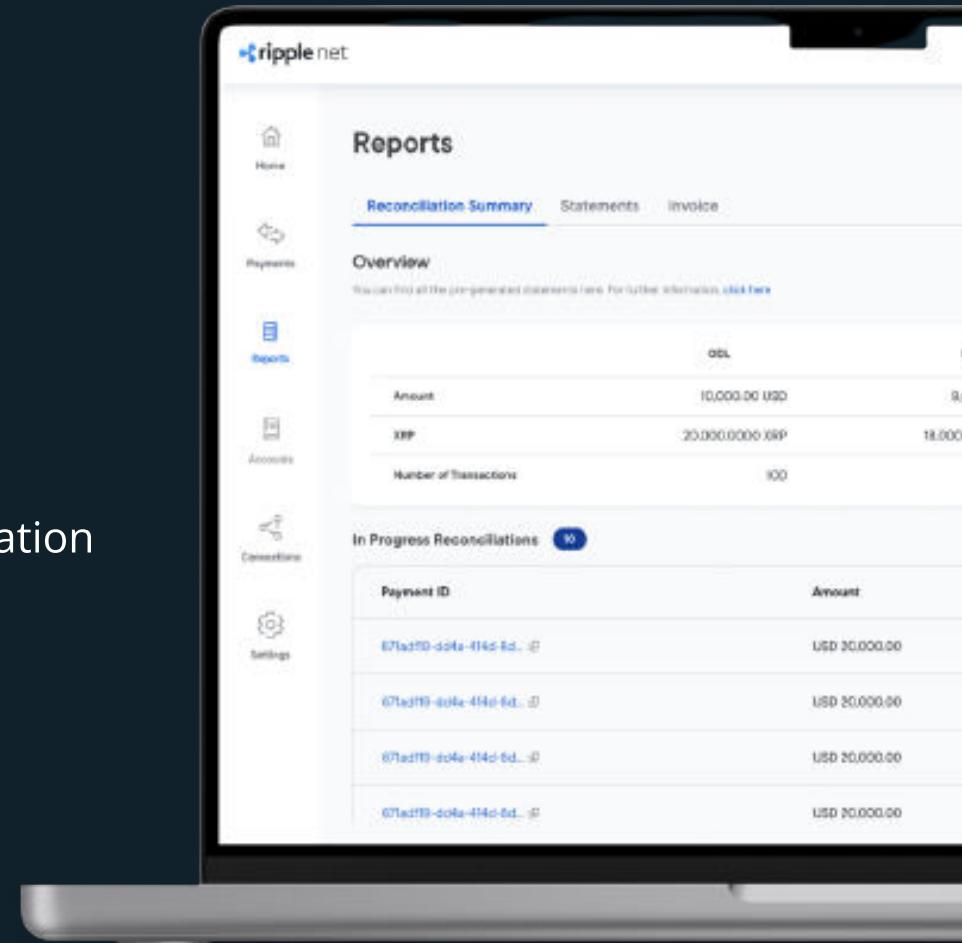
Accelerated Business Gain for Amadeus with 3 new projects.



Appreciation of UX in Amadeus and creation of 5-person team in Bangalore.

# Elevating Payment Reporting & Reconciliation Experience

MVP Design and near-term strategy for elevating reconciliation user experience on RippleNet Home



## Company

Ripple 

## Timeline

2 Months (June - August 2023)

*As per the terms of a signed NDA, I am unable to publicly share any project visuals or images. However, I'd be delighted to connect further and discuss the project in detail. Feel free to reach out to initiate a conversation.*

## Scenario

In today's world of financial technology (FinTech), making sure that transactions go smoothly and that records are correct is a big challenge.

One important part of this is payment reconciliation, which is like making sure the money coming in and going out matches up. There are more rules and regulations, lots of data to handle, and complex financial products. This means that businesses and people need to do lots of reconciliations every day. Having a clear understanding of payments is really important.

To deal with all these challenges, we need to take a complete and thorough approach to solve the problems related to payment reconciliation.

## Problem



**Bad Customer  
Experience**



**Manually Bridging  
Resource Gaps**



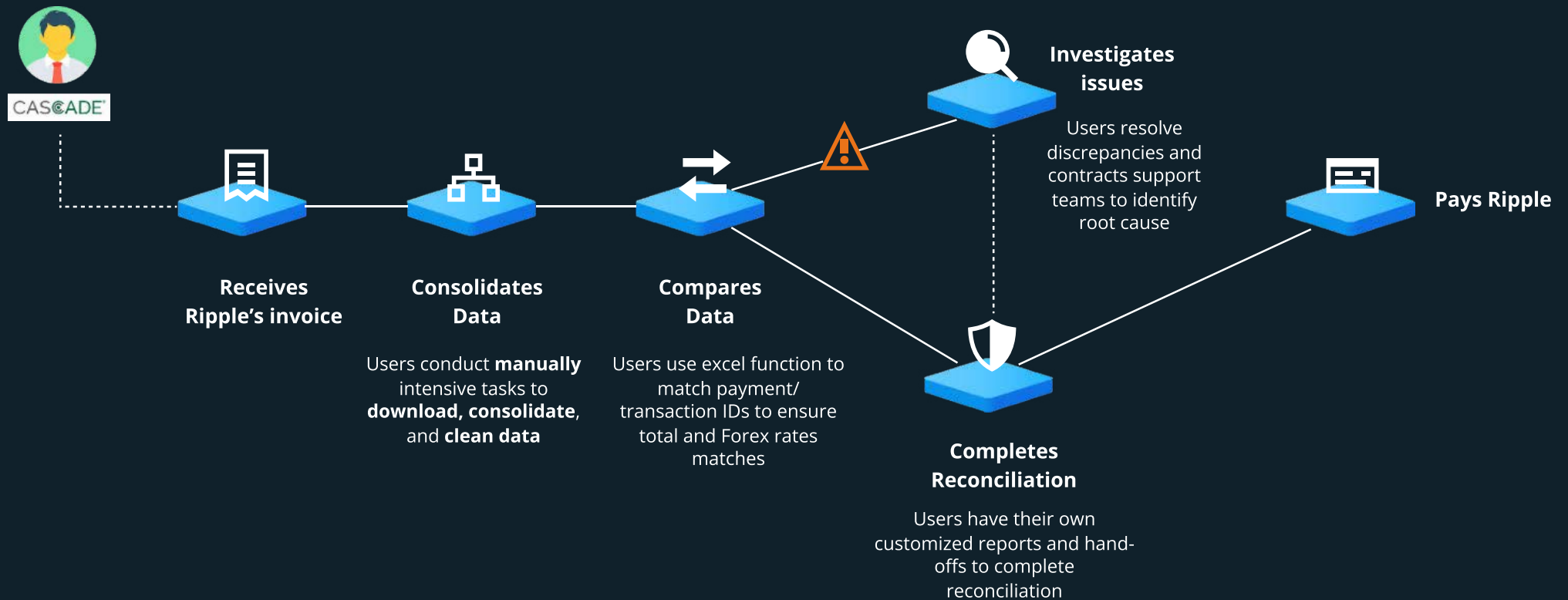
**Increased Challenges  
with Customer Growth**





How might we optimize payment reporting and reconciliation customer experience while establishing a centralized repository for accurate and up-to-date payment data?

# User Journey



## Pain Points

### 01 **Poor Searching & Downloading Experience**

Lack of flexible filters, causing inefficiencies in reconciliation efforts.

### 02 **Limited Payment Flow Visibility**

Inaccurately assessing transaction details and reconciling funds, hindering decision-making.

### 03 **Manual Data Handling & Repetitive Processes**

Daily manual extraction and transformation of data lead to inefficiencies and drain valuable resources.

### 04 **Reporting System Rigidity**

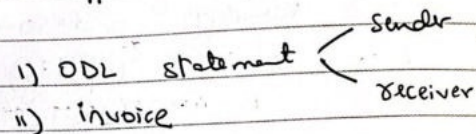
Provide clear visibility into payment flows for accurate reconciliation

Step 1

# Brainstorming & Sketching

## Report & Recon:

① Host different reports



↳ only sender

1) ODL statement

→ reporting using API

~~exchange data~~

Reporting Exchange API

key

ODL Data

Exchange Data

CASE I)

Dedicated 'report' section (quick download)

- monthly statements
- monthly / daily invoice

CASE II) Batch download data (with predefined templates)

- adhoc data

- sender & receiver download

↳ 1 month failed payment from 1 sender.

① → specify filters

- sender address
- date
- failed state

② (wait 5 mins to get report)

- ③ download csv
- ④ pre save filters
- ⑤ Scheduled download.

CASE III) Reconciliation experience

⊗ (read recorded session)

Case 1) enable rec. & sender to source data & take that data to perform internal reporting.

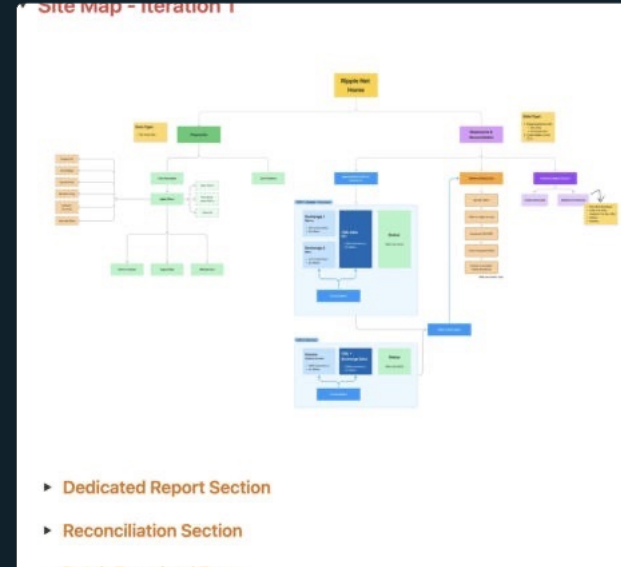
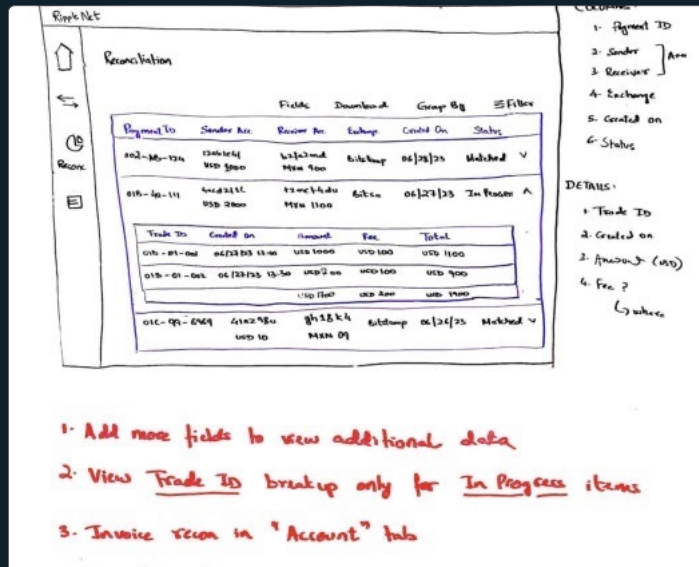
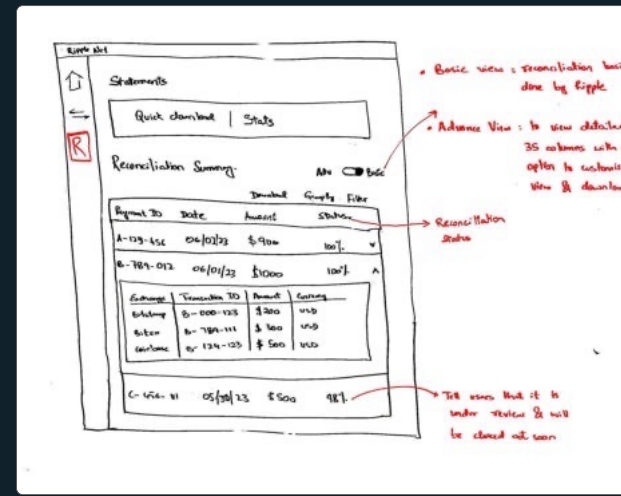
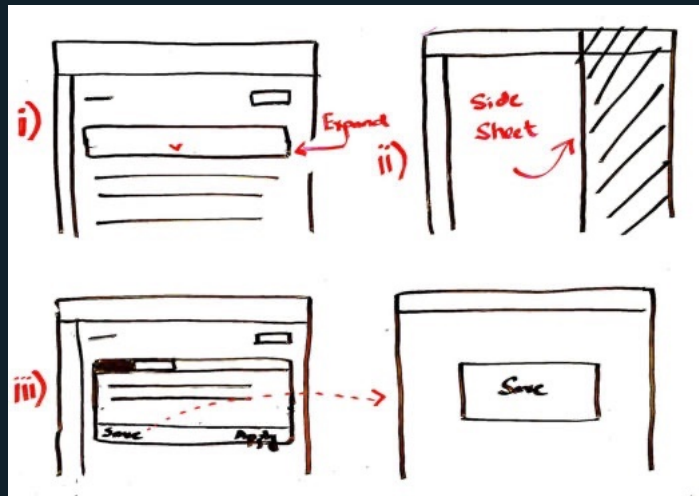
Case 2) Ripple → recon exchange & ODL data

→ expose right amount of information

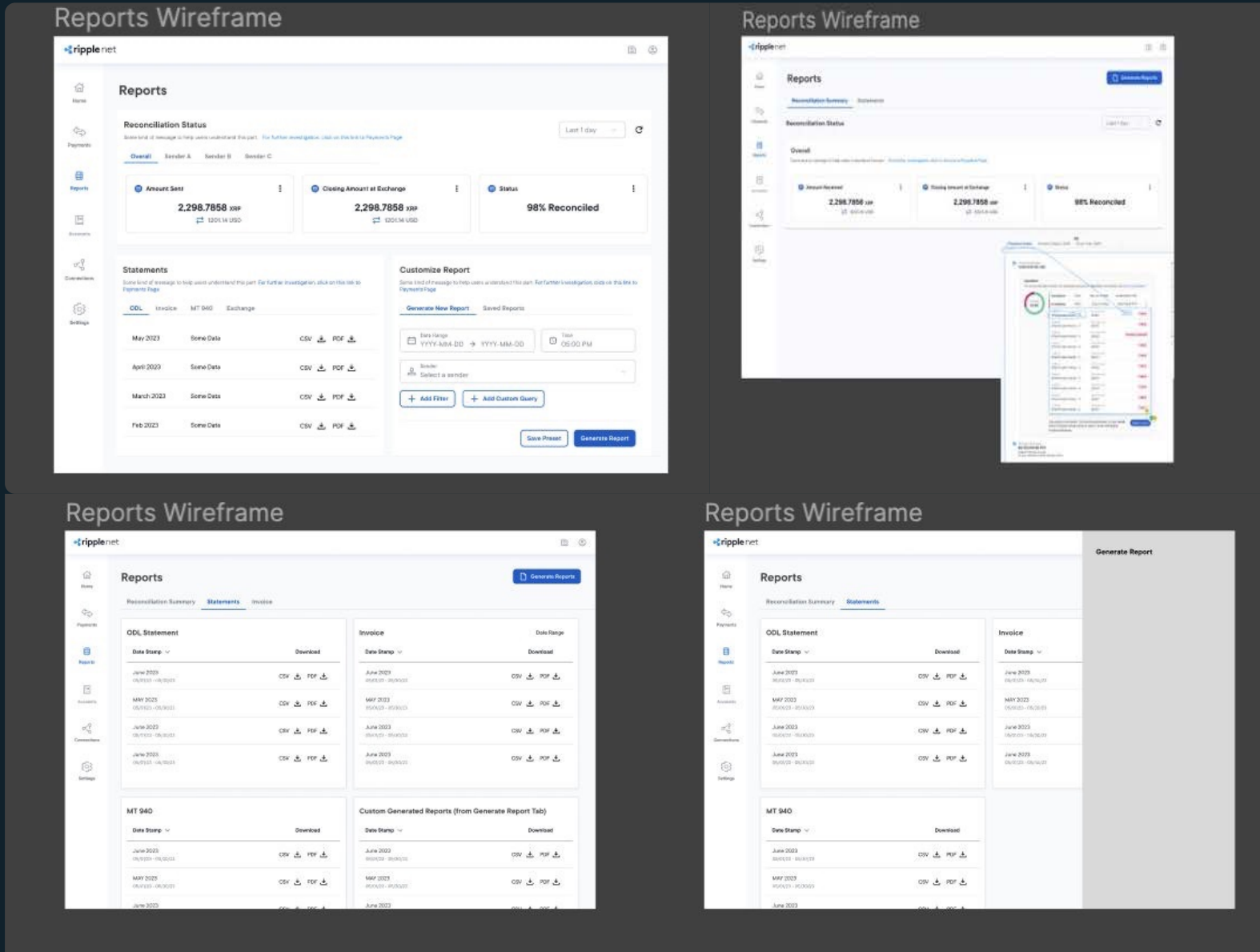
→ confidence & trust that we have done internal recon

# Step 2

# Whiteboarding

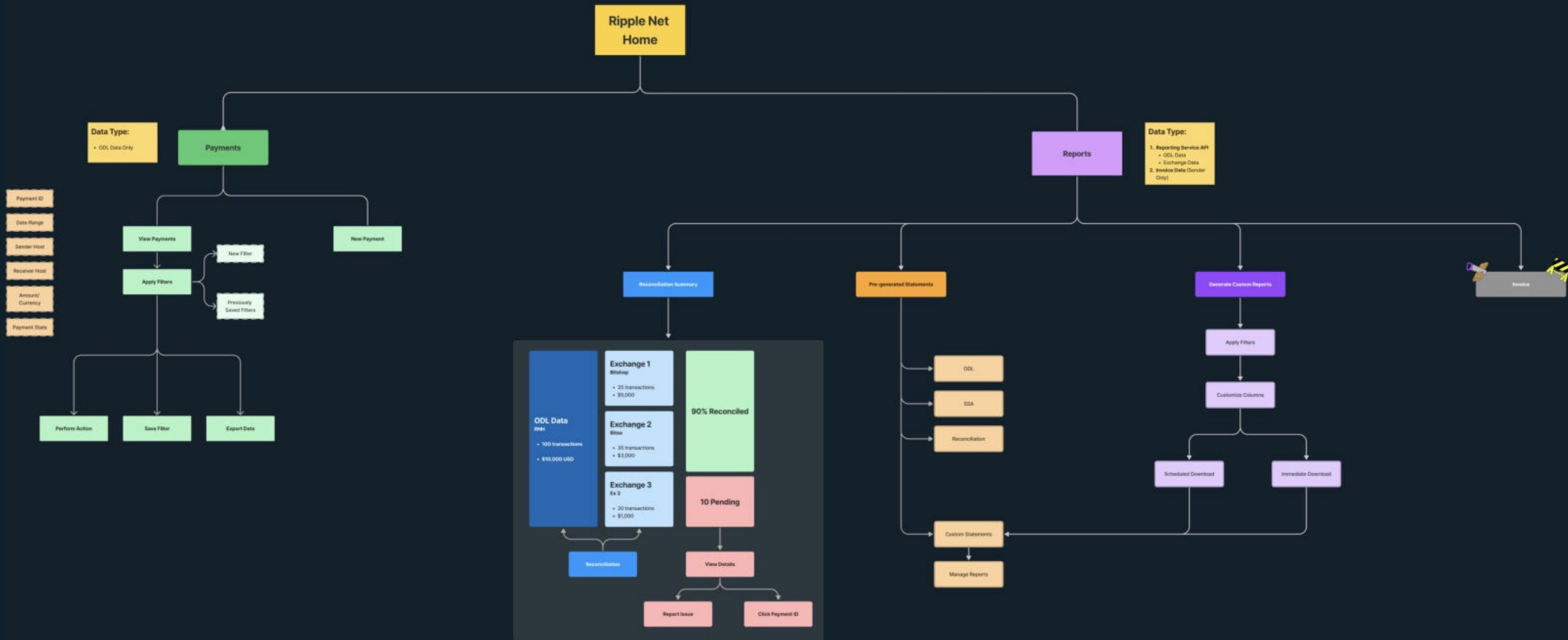


# Step 3 Wireframing





# Sitemap



# Impact

80%

Approximate 80% reduction in operational time through enhanced searching and downloading experience

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Reduced manual reconciliation efforts and optimized customer support

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Cultivated stronger trust with Ripple, consequently driving substantial customer growth.

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# Envisioning the Invisible:Decoding Data Capitalism

A design for an XR headset that lets users control their personal data instead of it being used in surveillance capitalism.

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## Project Type

Speculative Design -  
Academics (UC Berkeley)

## Timeline

4 weeks (Nov - Dec 2022)

## Videos

[Product Video](#)

[Headset View](#)




## Speculative Narrative

Over the course of the last decade, XR has become an inseparable part of life. Digital eyes into our lives, we see everything they see. What we don't see is what's happening behind the scenes with memories and moments. The companies that have created these platforms are using customer data as raw material in the creation of data empires.

Our devices – smartphones, wearables, and headsets – have ushered in an era of surveillance capitalism. While user data powers these billion-dollar economies, the user is cut out of the profit, until now.



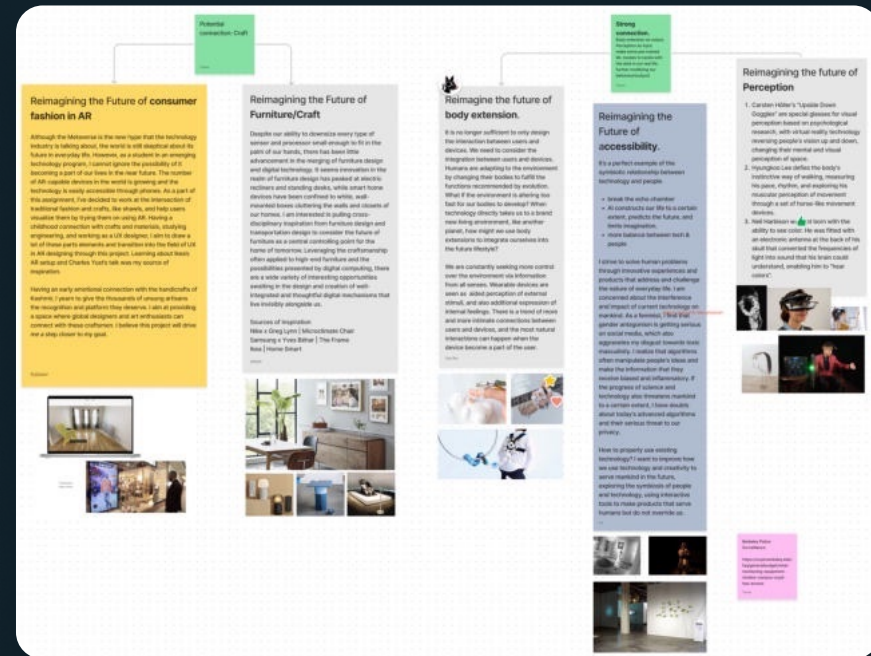
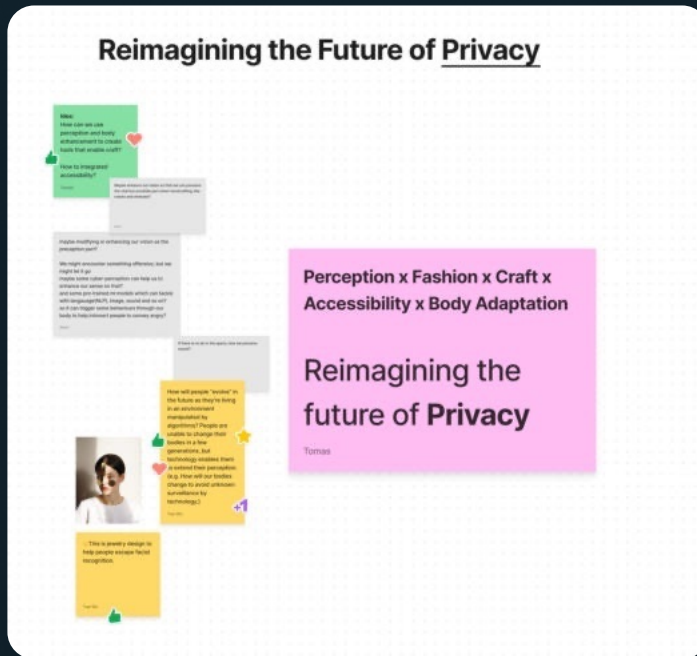


How might we enable people to  
reclaim ownership of their personal  
information and provide an  
alternative business model to  
surveillance capitalism?

# Brainstorming

We kickstarted the process by individually answering the question, “How might we reimagine the future of \_\_\_\_\_”. We started a 10-minute sketching exercise to pen down 100 possible ideas and “How might we” statements.

Synthesizing all our ideas and the secondary research together, we found a common thread. We decided to Reimagine the future of Privacy.





# Research

After having a good knowhow of the underlying problem, we started the 10 minute sketching exercise to pen down 100 possible ideas and “How might we” statements.



## Secondary Research

Facebook Cambridge Analytica Case

Data leak for:  
**87 Million Facebook Users**

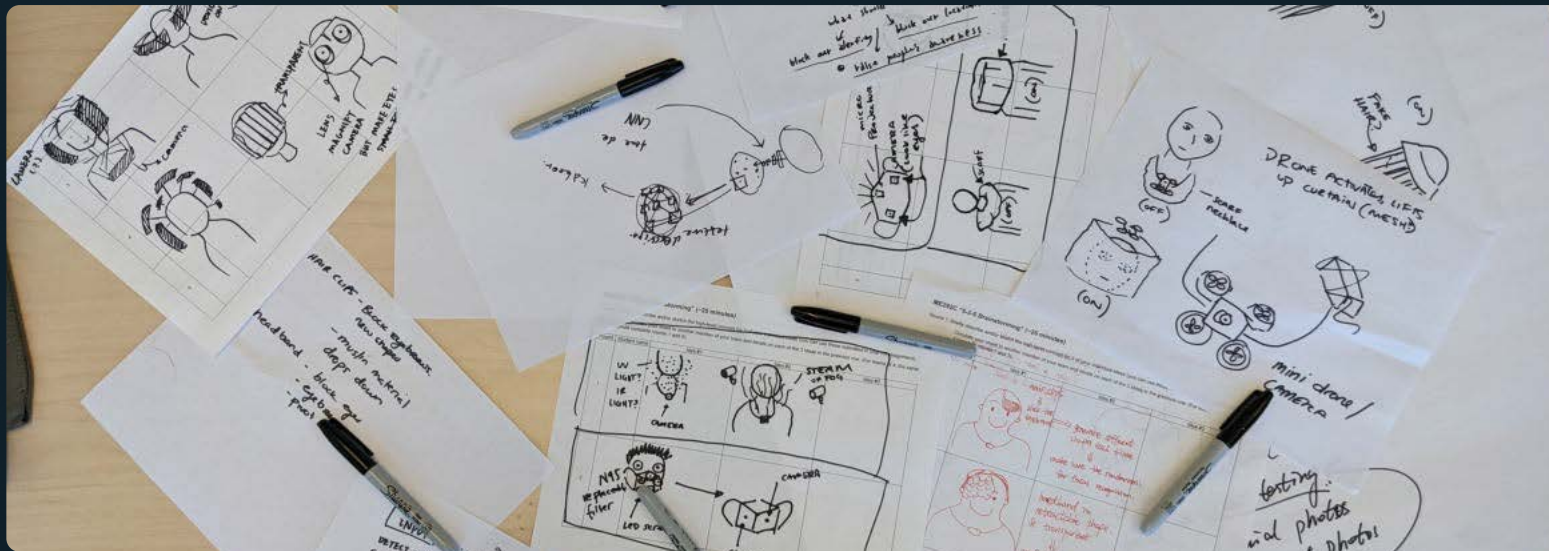
SOLD TO  
**Cambridge Analytica**

Internet control

**100% INTERNET CONTROL**  
The North Korean regime tightly controls the types of information and media content its citizens consume.

The infographic is divided into two main sections. The top section, 'Facebook Cambridge Analytica Case', features a blue Facebook logo on a circuit board background. A dashed arrow points from the logo to a globe labeled 'Cambridge Analytica'. To the right of the globe is a grid of six small images, each with a caption. The bottom section, 'Internet control', shows a photograph of a person sitting at a computer workstation in a control room. To the right of this photo is another grid of six small images, each with a caption. The text '100% INTERNET CONTROL' is prominently displayed above the second grid, followed by a short paragraph explaining that the North Korean regime tightly controls the types of information and media content its citizens consume.

# Sketching



# User Research

## Interview Brainstorming

### Who to approach?

Organization People

Big Tech Employee

Different generations

Parents regarding child privacy?  
Internet-connected video baby monitors?

Dressing Room Surveillance

#### Potential companies to interview:

- Companies monitoring location:
  - Meta
  - Amazon
  - Apple
  - Tesla
  - Tile

#### Potential organizations to interview:

- Secure Justice
- EFF (Electronic Frontier Foundation)

#### Potential regular people to interview:

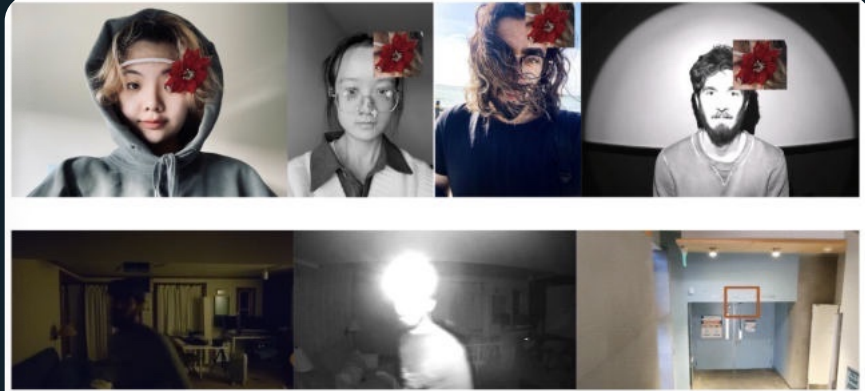
- Parents
- Children
- Multiple generations
  - Boomers
  - Gen X
  - Millennials

# Prototyping




```

DaneSnoesNet(
  (conv1): Conv2d(1, 12, kernel_size=(3, 3), stride=(1, 1))
  (relu1): ReLU()
  (maxpool1): MaxPool2d(kernel_size=2, stride=2, padding=0, dilation=1, ceil_mode=False)
  (conv2): Conv2d(12, 16, kernel_size=(3, 3), stride=(1, 1))
  (relu2): ReLU()
  (maxpool2): MaxPool2d(kernel_size=2, stride=2, padding=0, dilation=1, ceil_mode=False)
  (conv3): Conv2d(16, 32, kernel_size=(3, 3), stride=(1, 1))
  (relu3): ReLU()
  (maxpool3): MaxPool2d(kernel_size=2, stride=2, padding=0, dilation=1, ceil_mode=False)
  (fc1): Linear(in_features=1280, out_features=128, bias=True)
  (relu5): ReLU()
  (fc2): Linear(in_features=128, out_features=2, bias=True)
)
    
```




Natural Light Camera      IR Camera      CV Camera Recognition

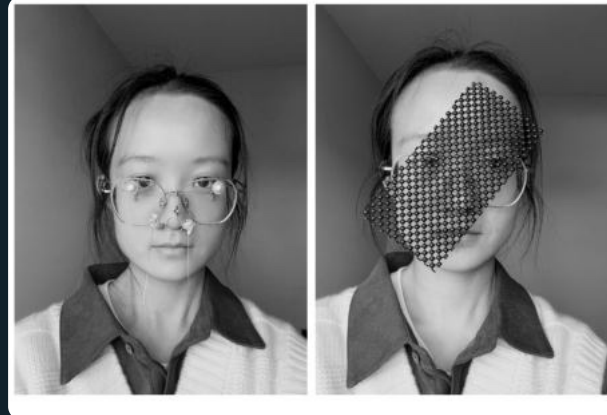


Natural Light Steam concealment      Natural Light Duplicate Face Projection

IR Surveillance Camera Steam concealment      IR Surveillance Camera UV Beam concealment

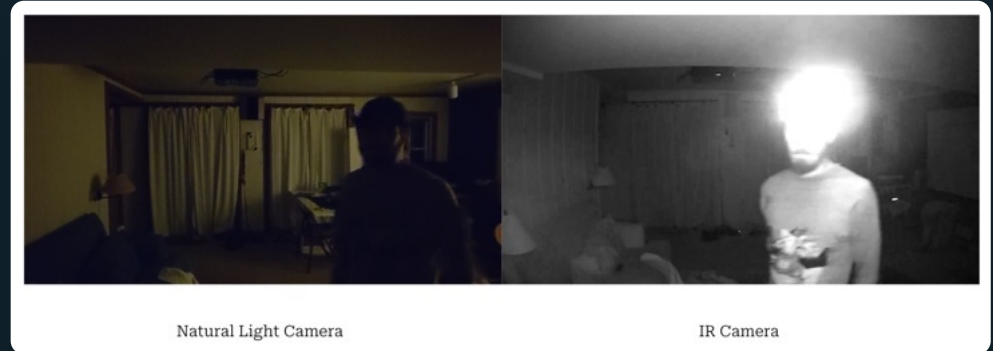
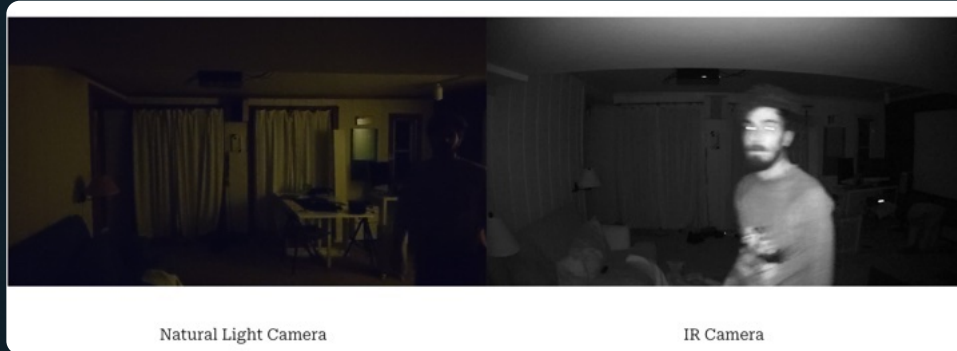


Hair Net





## Concept Design



## User Feedback

“

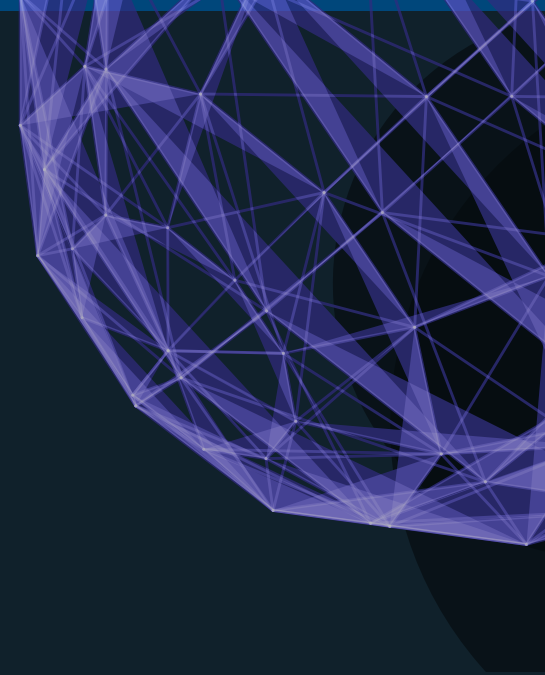
“We live in a time of surveillance capitalism, where our information is being traded and sold for purposes that don't benefit us.”

“

“I think any privacy-driven solution would have to be a fairly low barrier to entry for me to consider it. I would also want flexibility about how I could wear it.”

“

“[The general public] should generally understand that they give consent to video surveillance when they are walking on the street where privacy isn't expected.”

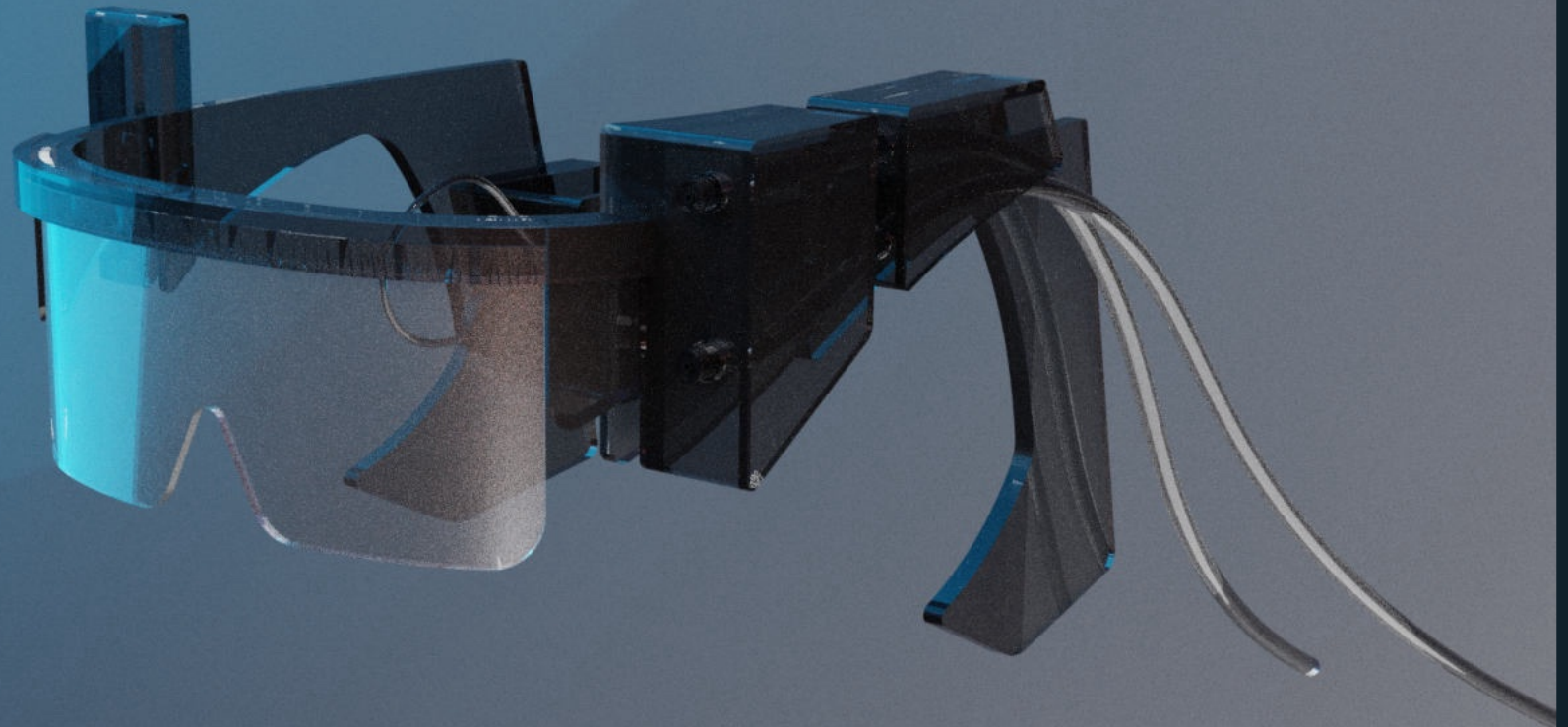


## **Old Problem Statement**

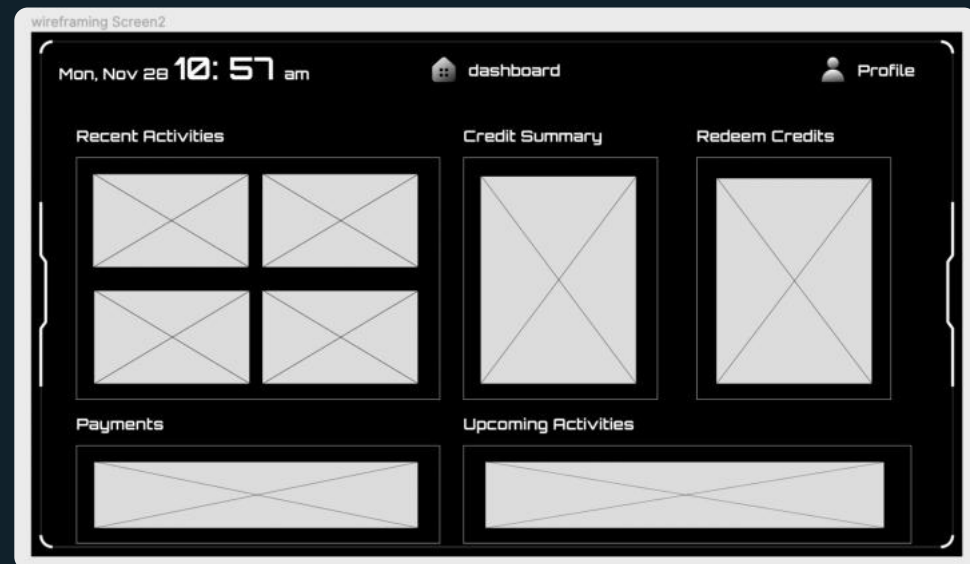
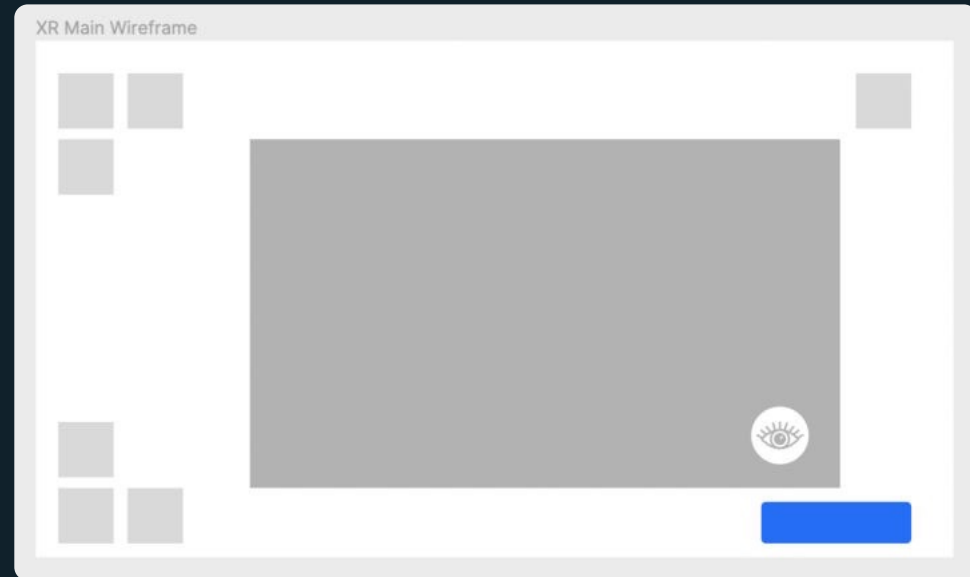
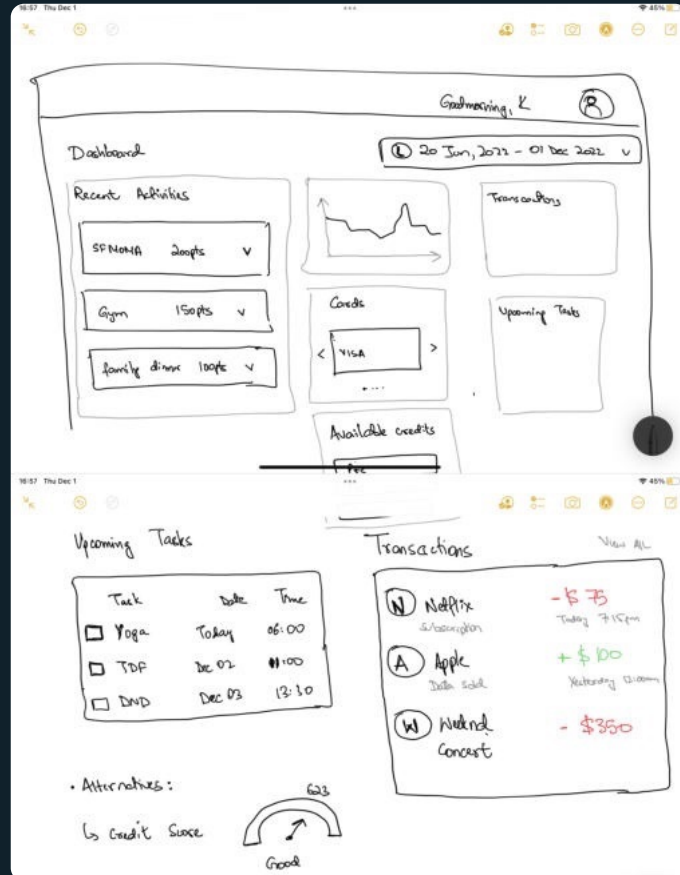
How might we make people aware of the personal information that they're sharing and enable them to reclaim anonymity?

## **Redefined Problem Statement**

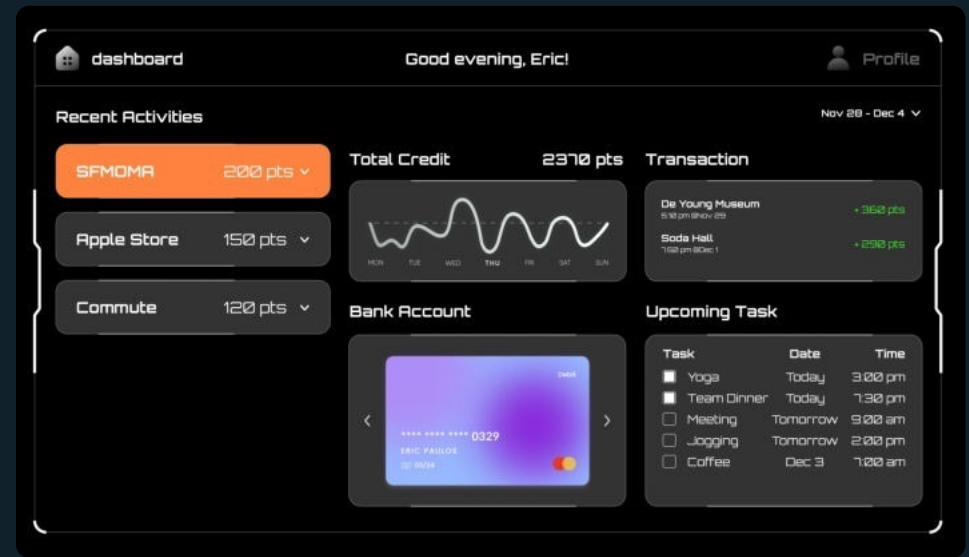
How might we enable people to reclaim ownership of their personal information and provide an alternative business model to surveillance capitalism?



# Visual Interface - Prototype

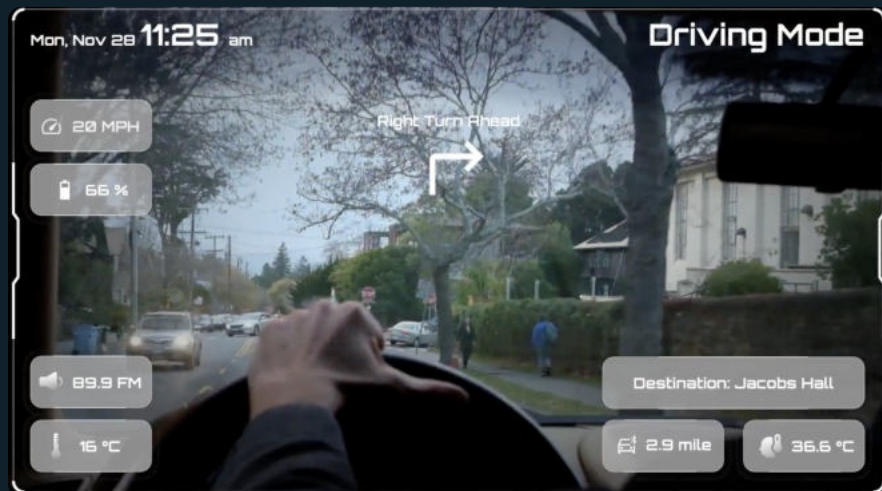
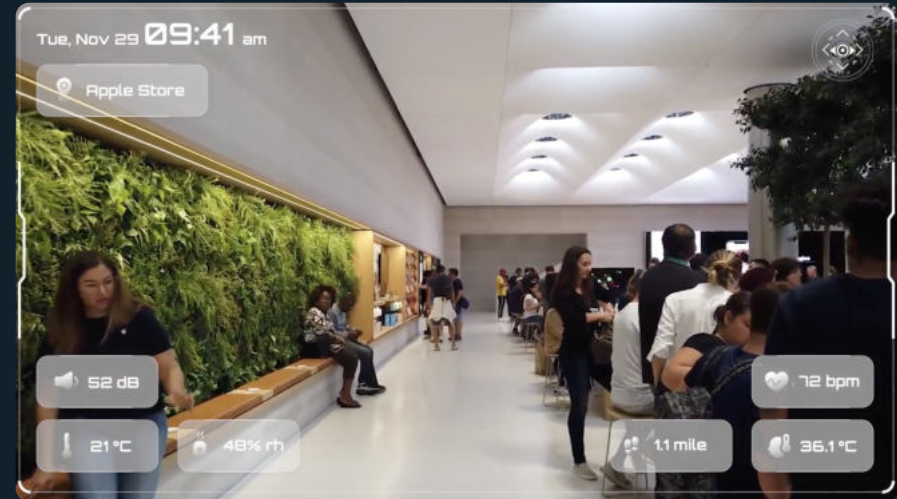


# Final Interface





# XR View





## WeaveWorks

A platform that helps interior designers blend traditional crafts with modern designs through 3D visualization and direct artisan communication.

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### Project Type

MDes Thesis Project

### Timeline

4 Months (Sept - Dec 2023)



## The Problem

Over the past few years, about 70% of interior designers reported an increase in client requests for bespoke, unique, or custom pieces. They're on the hunt for the next big trend.

Meanwhile, there are these artisans who are great at crafting beautiful heritage crafts. However, these crafts and communities are now on the verge on extinction as the products they make are not relevant to the modern user.







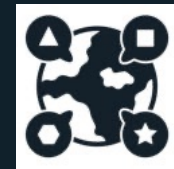
**Crafts lack global visibility**



**Can't Support  
Themselves/ Families**



**Generational Rift**



**Cultural Dissolution**

## Research

I visited **5 remote villages around Kashmir** and conducted 10 in-depth user interviews to learn more about the problems faced by the artisans.







## Narrowing Pain Points

### 1. Stagnant Designs

Artisans are producing artifacts that fail to resonate with the modern consumer, leading to a decline in interest and sales.

### 2. Lack of Awareness

A disconnect exists between global audiences and local crafts. The cultural stories behind these crafts are often unknown.

### 3. Unfair Compensation

A multitude of intermediaries in the selling process means artisans receive minimal compensation for their work, despite being the creators of the entire product.

## WeaveWorks

A digital platform where interior designers can seamlessly integrate traditional artisan crafts into modern spaces, enriching both the cultural heritage and contemporary design landscape

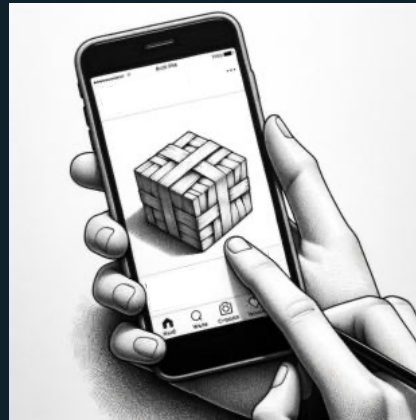


# Storyboarding

ARTISAN



1. Clicks a picture of their artifact

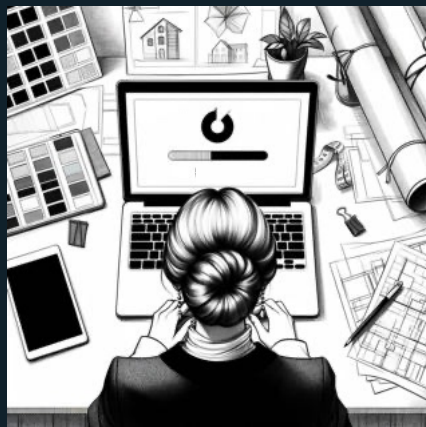


2. Uploads it to WeaveWorks

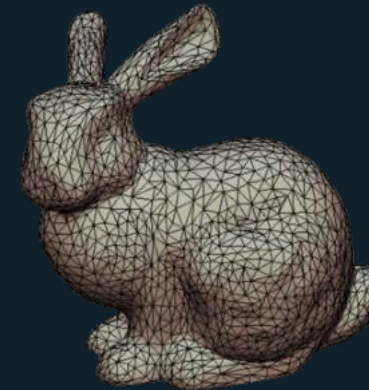
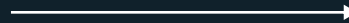


3. A portfolio of his work

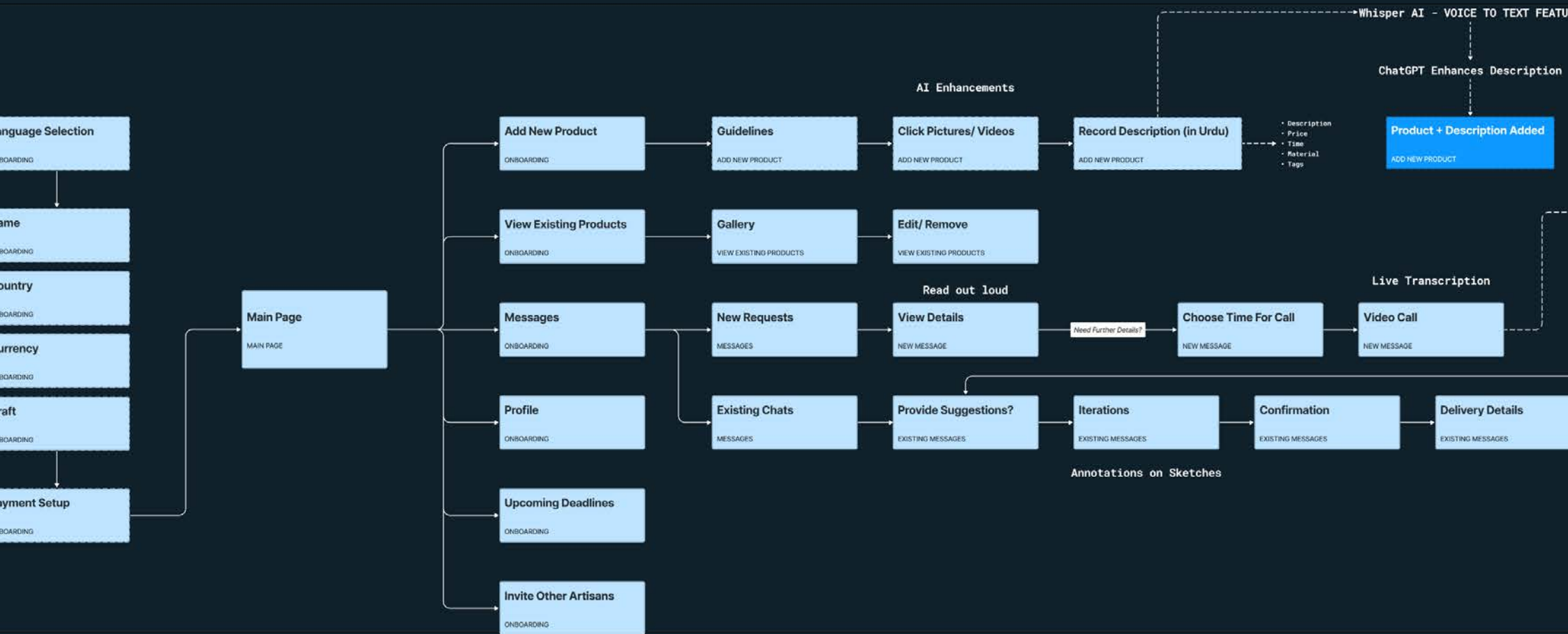
INTERIOR DESIGNER



1. Uploads 3D model of their work

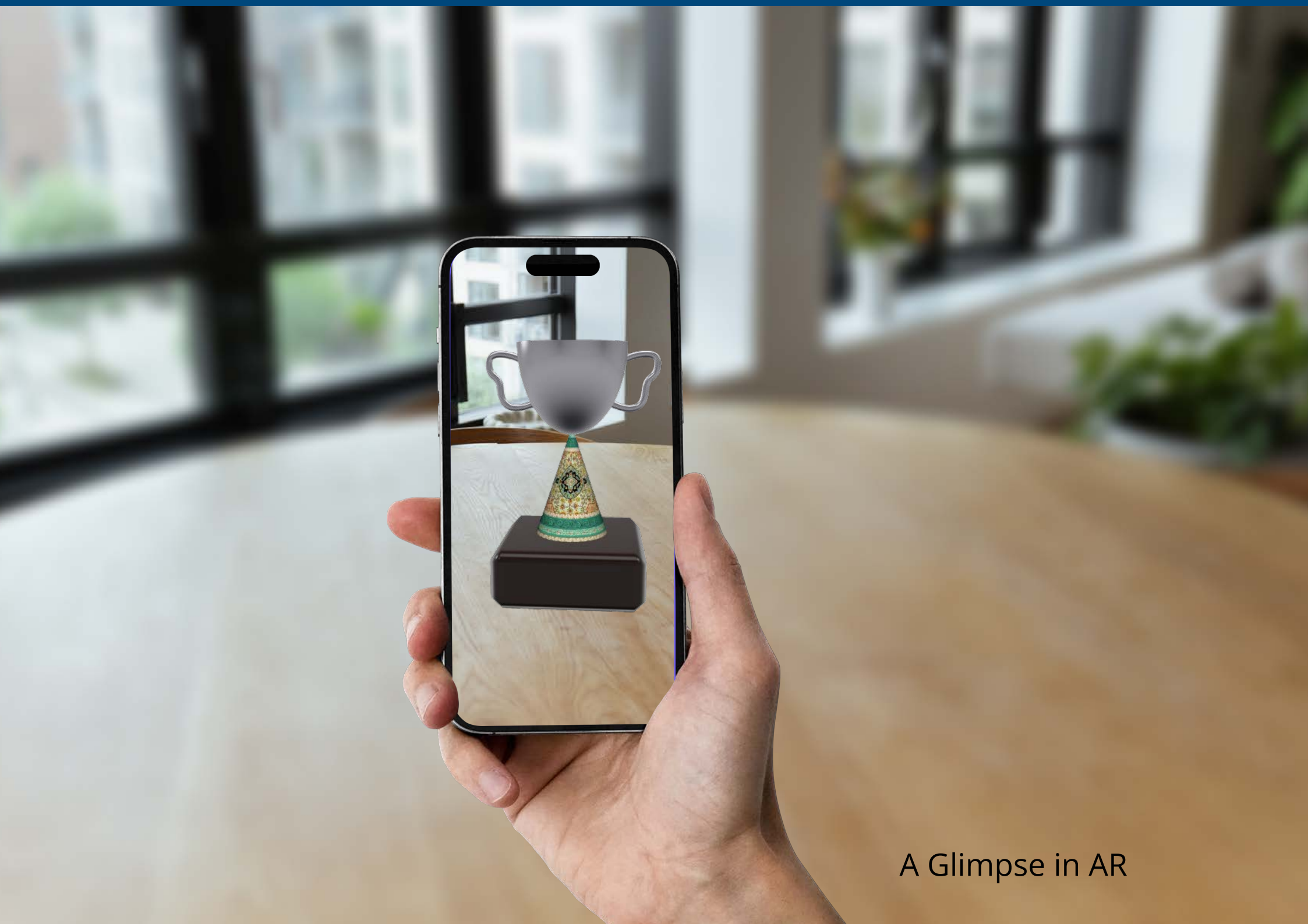


# Artisan's Journey



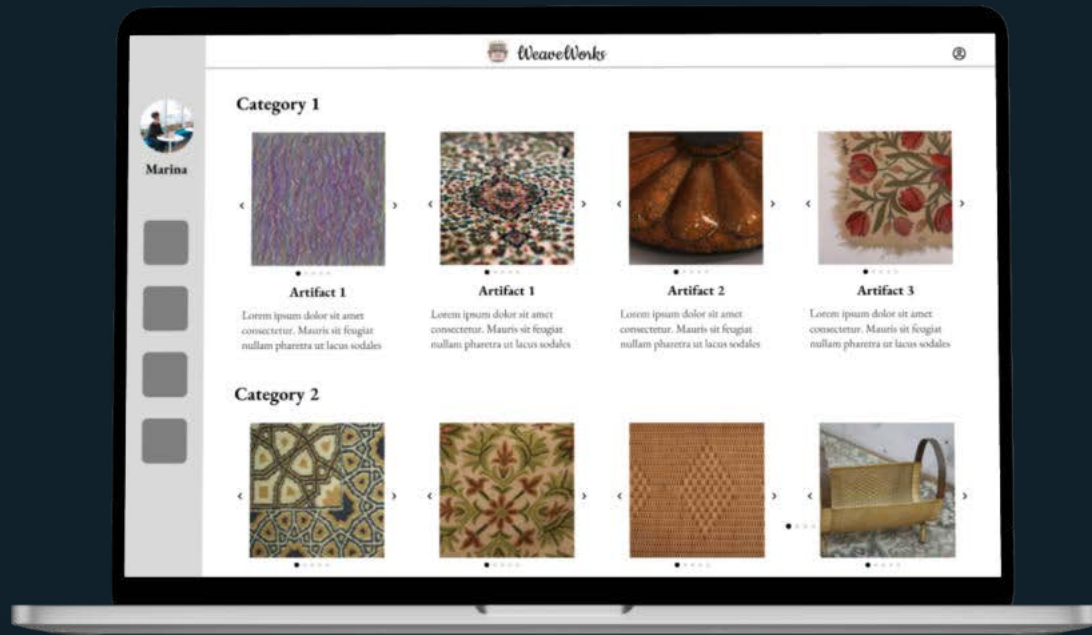
## 3D Live Texture Mapping





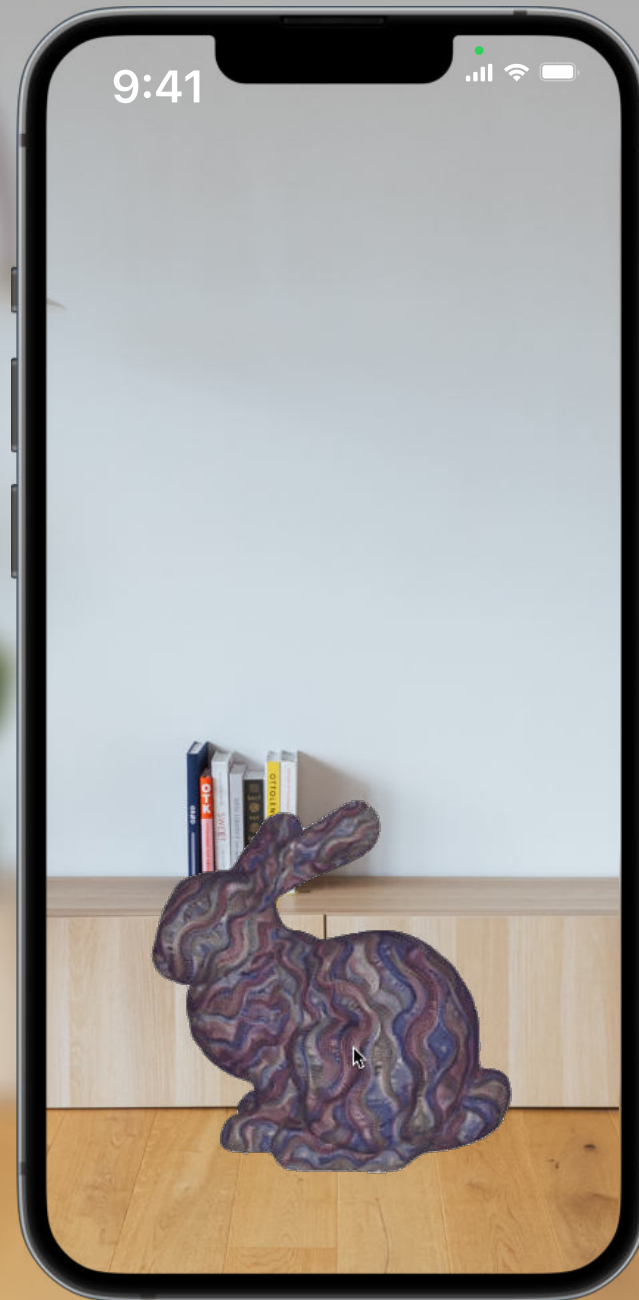
A Glimpse in AR

# 3D Live Texture Mapping

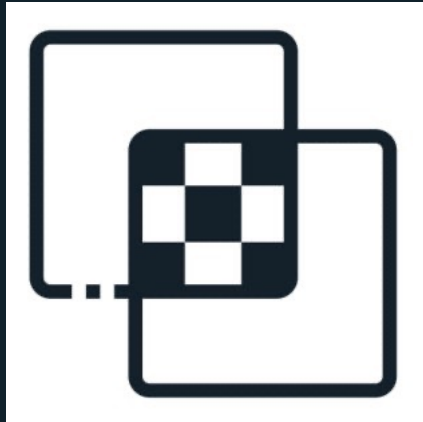




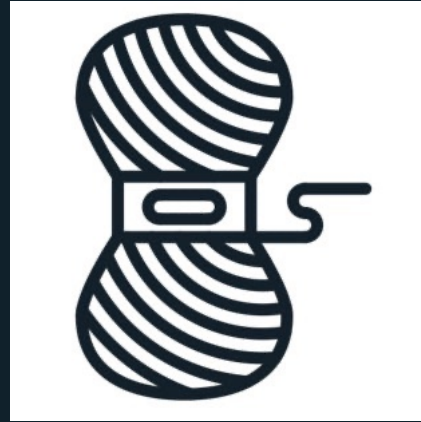
# AR Showcase



## Impact



Transparency



Preserving Crafts



Connecting Cultures