ZAAHRA ALI

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WORK HISTORY

Product Designer/Project Manager   **August 2023 to Present**
The Flamingo House (Pre-Seed Startup)   **Boca Raton, FL**
- Leading design and prototyping of the flagship product, conducting user research with 30+ members and running a pilot study with 60% positive feedback. Developing brand guidelines and a design kit to ensure a consistent visual identity for the upcoming launch.
- Managing project timelines and deliverables using agile methodologies and Monday.com, implementing detailed project plans and Work Breakdown Structure (WBS), which improved project efficiency by 30%.
- Assist in creating pitch decks and presentations to support funding efforts, highlighting the product's unique value proposition and market potential, and actively participating in investor outreach activities.

User Experience Intern   **May 2022 to August 2022**
Lowe's Home Improvement: Lowe's Tech   **Charlotte, NC**
- Led a generative user research study in collaboration with 10 cross-functional team members, resulting in the development of a user-centric work management tool for the Supply Chain team based on user experience design principles.
- Conducted 14+ hours of remote, in-depth interviews with users, leveraging senior-level researcher support to identify needs and drive a 30% improvement in user satisfaction and a 25% increase in task completion rates.
- Analyzed 100+ qualitative data points using advanced coding techniques, creating a user journey map and delivering actionable insights that informed decision-making, resulting in a 20% increase in system efficiency.

User Experience Consultant   **August 2021 to December 2022**
NOAA: National Oceanic & Atmospheric Administration   **Ann Arbor, MI**
- Collaborated on a user research plan for GLANSIS' Information System and conducted surveys, interviews, competitive analyses and usability tests with 50+ users, analyzed complex data into impactful findings and achieved a 20% increase in user satisfaction and a 15% improvement in system accessibility.

Ferndale Downtown Development Authority   **Ferndale, MI**
- Created a User Research for "Placemaking Ferndale" project, employing focus groups, interviews, and observations to gather business insights. Generated strategies, including designing interactive prototypes for an innovative engagement tool, to improve DDA-business collaboration.

Michigan School of Environment and Sustainability   **Ann Arbor, MI**
- Conducted a contextual inquiry for the dashboard of a unity3D based software involving data collection, analysis of over 200 interview interpretations resulting in final recommendations and designing wireframes for the dashboard.

Digital Support Analyst   **April 2020 to May 2022**
Restaurant Brands International: Burger King & Popeyes   **Miami, FL**
- Analyzed 600+ customer survey responses, guiding design decisions and effectively communicating research findings to the UX team. Achieved a 20% improvement in product usability through the analysis of UserTesting.com usability studies, translating insights from customer survey responses and user research into actionable best practices.

EDUCATION

University Of Michigan   **Ann Arbor, MI**
M.S. In Information, Human Computer Interaction And User Experience   **Graduated 2023**
- Relevant Courses: Needs Assessment & Usability Evaluation, Contextual Inquiry, Interaction Design, Pervasive Interaction Design, Introduction To Programming, Web Design: Responsiveness & Accessibility, Information Architecture
- Honors: Grace Hopper Conference Scholar '22

Florida Atlantic University   **Boca Raton, FL**
B.A. In Psychology   **Graduated 2019**
- Relevant Courses: Research Methods, Cognition, Exp. Design & Statistics Inference, Statistics Lab, Human Perception

SKILLS

Research: Contextual Inquiry, Interviews, User Journey Maps, Storyboards, Descriptive Stats, Analytics tool, Surveys, Usability Study.
Design: Interaction Design, Wireframes, Design for Web & Mobile Applications, HTML, CSS & Java.
Tools: Figma, Adobe Creative Cloud, Photoshop, Adobe Illustrator, Adobe XD, Sketch, Keynote, Miro, Qualtrics.