

# Muqtadaa Miandara

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## UX Design & Research

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### PERSONAL SUMMARY

I work flexibly and collaboratively to research and develop user profiles and experiences that reflect the needs of evolving markets and demographics. I am a strong written and spoken communicator, whether it be extemporaneous or researched content. I am gregarious with people and have over a decade of customer-service related experience in dealing with any situation with composure. I have learned to turn bad situations around and recover from setbacks with alacrity and speed. I am happy and comfortable working alongside and following others, though I can and will take initiative where and when needed.

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### PERSONAL ACHIEVEMENTS

- Bachelor of Arts in Arts, Technology, and Emerging Communications – UT Dallas *December 2020*
    - Focus on Visual Design and Production (UX)
  - UX Workshop Leader – UT Dallas *Spring 2018 – Fall 2020*
    - Volunteered to lead workshops in software and practices best suited for UX Designers
    - Returned as an alumnus to mentor students on portfolio development and interview techniques
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### RELEVANT EXPERIENCE:

- RENT-A-CENTER: Digital Testing and Tagging Specialist *February 2021 – Present*
    - Developed intake and research process for sub-prime credit-based ecommerce applications
    - Designed and prototyped solutions/options for enhancements and optimizations
    - Performed A/B and multi-variate tests to unify, enhance, and optimize user experiences across brands
    - Conducted user research on-site and through recruited audiences to better understand users and demographics
    - Led weekly analytics stand-ups to integrate Agile process with reporting architecture development
    - Directed data layer architecture efforts and communicated business requirements to developers
    - Developed instant hotfix intake process in Google Tag Manager allowing for timely release of builds despite bugs
  - NERDBUTLER.COM: Content Development Intern *August 2019 – December 2019*
    - Designed, developed, and integrated Squarespace website, custom CSS, plugins, and assets
    - Built social media presence and integrated with website
    - Wrote articles, edited scripts for videos and podcast episodes
    - Produced and edited various media
  - PORT OF PERI-PERI RESTAURANT: UX Consultant & Store Manager *July 2019 – January 2020*
    - Researched existing restaurant app market
    - Assisted lead developer in understanding of variety of users and individual needs for type of user
    - Developed low-fidelity wireframes based on similar apps per client request
    - Presented high-fidelity prototype with early assets for end-user only
  - ADVANCED DESIGN CLASSES: UT Dallas *September 2017 – December 2020*
    - Digital Content Design
    - Communicating Research
    - Internet Studio and Development, I & II
    - Interaction Design
    - Motion Graphics
    - Human Computer Interactions I
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### SKILLS:

- Prototyping
    - Adobe XD, Figma, Axure, Miro
  - AB Testing/CRO
    - Optimizely, VWO, Google Optimize
  - Visual Design
    - Adobe Photoshop, Illustrator, etc.
  - Web Development
    - HTML5, CSS, JavaScript/jQuery, React, PHP, Data Layer Architecture
  - Object-Oriented Programming
    - Java, C++, Python
  - Digital Marketing and Analytics
    - Google Cloud Platform (GTM, GA, Data Studio)
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### LANGUAGES:

- English – strong, clear grasp of both the written and spoken language
- Hindi/Urdu – strong grasp of the spoken language
- Spanish – intermediate fluency of both the written and spoken language