ALINA FAISAL

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Education

University of Michigan — **Ann Arbor, Michigan**
Master of Health Informatics; Focus in User Experience Design — *Expected May 2026*
- Coursework: Designing Consumer Health Technologies, Principles of UX, Management in Health Informatics, Interaction Design, Information Architecture, Building Web Applications, Interface Design, Data Analysis

Lahore University of Management Sciences (LUMS) — **Lahore, Pakistan**
Bachelor of Science in Economics and Mathematics; Minor in Computer Science — *June 2024*
- Coursework: Human-Computer Interaction, User Design Methods, ICT4D, Database and SQL, Software Engineering, Machine Learning, Data Science, Game and Product Design, Object-Oriented Programming

Professional Experience

Formstack — **Ann Arbor, MI**
Project Lead for Client-Based Healthcare Workflow Automation — *September 2024 - December 2024*
- Analyzed hospitals' workflow using LucidSpark for affinity wall with stakeholder insights from interviews and research, identifying barriers in transitioning from manual to AI-driven systems, which reduced administrative workload by 20%.
- Implemented an insurance eligibility feature prototype in Axure RP and an in-app scanner integration concept to streamline administrative processes, improve data security, and patient-practitioner interactions for healthcare providers.

AdAxiom — **Lahore, Pakistan**
UI/UX and Frontend Software Developer Intern — *August 2022 – September 2022*
- Collaborated with UX designers to enhance the visual design of web applications using Figma and Adobe XD, conducting design reviews, A/B testing, and evaluations, leading to a 45% improvement in usability scores and client satisfaction.

KPMG — **Lahore, Pakistan**
Business Intelligence Intern — *June 2022 – August 2022*
- Developed and scaled cross-functional BI solutions, including data sets, SQL queries, reports, and Tableau dashboards, resulting in a 25% improvement in data-driven decision-making and saving 40 hours per month in manual reporting.
- Designed a visual proof of concept for the C-suite, clarifying strategic objectives and accelerating decision-making by 25%. Managed the full lifecycle of BI projects, ensuring timely execution and alignment with business requirements.

Project Experience

Nevada Homeless Application, UI/UX Designer and Full-Stack Developer — **September 2024 – Present**
- Spearheaded iterative usability and narrative analysis to identify key app features, refining home screen wireframe layouts with three new navigation features, which improved design functionality, and increased task completion rates by 30%.
- Designed a comprehensive user research study using thematic analysis to synthesize insights from interviews, surveys, and focus groups, identifying navigation pain points and driving a 30% increase in task completion rates.
- Developed high-fidelity prototypes in Figma to streamline navigation and interaction flows, leading usability testing with over 50 participants, which resulted in a 40% increase in user satisfaction and uncovered critical insights for refinement.
- Built backend using Django for robust RESTful APIs with the Flutter frontend for dynamic resource delivery.

Health Management Application, UI/UX Designer and Researcher — **January 2024 – May 2024**
- Orchestrated brainstorming sessions, user research, and personas and conducted 20 semi-structured interviews, surveys, and focus groups to gather qualitative insights, which informed key features and UI designs for the mobile application.
- Synthesized insights from 40 user data points using thematic analysis to design wireframes and directed 15 usability tests with Nielsen's Usability Heuristics, leading to a 30% improvement in user engagement, adhering to design principles.
- Developed low and high-fi digital prototypes in Figma, incorporating user feedback, boosting user satisfaction by 50%.

Responsive Obgyn Website, UI/UX Designer and Researcher — **January 2024 – July 2024**
- Conducted user research and competitive analysis addressing pain points like clinic locations, flexible booking and adolescent care using Figma, FigJam, and Adobe CC to create flows, UI designs, personas, wireframes, and prototypes.
- Boosted user satisfaction by 40% through usability testing, enhancing parking, doctor profiles, and health information.

Educational Baking Application, UI/UX Designer — **September 2023 – December 2023**
- Designed an interactive app, using Figma and Sketch for hi-fi wireframes and prototypes, boosting engagement by 30%.
- Executed user-centered design through qualitative and quantitative research, task analysis, surveys, interviews, and focus groups with over 50 participants, creating user flows, and personas that improved user task completion rates by 45%.
- Built prototypes and conducted usability testing, leveraging Marvel App and implemented evaluations and A/B testing leading to a 50% increase in task efficiency and improved accessibility by adhering to contrast and color guidelines.

Skills

Tools: Figma (Prototyping), Adobe XD/CC, Jira, Miro, Survey Tooling, Usertesting.com, Sketch, Qualtrics, FigJam, Trello.
UX Design: A/B and Usability Testing, Task Analysis, Affinity Diagram, Sketching, Wireframing, Heuristic Evaluations.
User Research: Qualitative and Quantitative Research, Surveys, Interviews, Focus Groups, User Personas and Flows.
Data Analytics: Python, C++, SQL, Tableau, R, STATA, HTML/CSS, Java, PowerBI, Excel, React, SPSS, Github.