

Arooj Masood

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Education

Master of Science in Creative Technology and Design

August 2023 – May 2025 (expected)

University of Colorado, Boulder

Courses: Design Methods, Case Studies in Social Impact, Creative Coding, Fieldwork Methods, Advanced UX Design

Bachelor of Science in Computer Science

August 2016 – May 2020

Lahore University of Management Sciences (LUMS), Pakistan

Courses: Human-Computer Interaction, Topics in HCI, Data Structures, Algorithms, Networks, Computer Vision, Data Science

Work Experience

Product Designer

March 2021 – May 2023

CreditBook – Digital Ledger & Finance App

Led comprehensive end-to-end product development using user research, empathy mapping, persona building, and, UX and UI design principles. Interviewed over 100 MSME owners in Pakistan and used the learnings to introduce company-wide service design, which was instrumental in shaping the company's strategic direction

- Moderated 40+ usability testing sessions and 50+ remote user research interviews
- Optimized the UX and UI design of in-app onboarding, resulting in a 24% improvement in the signup funnel
- Utilized Figma, and Amplitude to design intuitive user interfaces that contributed to a 9% improvement in transacting user conversion and 13% improvement in conversion from new users to power users

Research Assistant – UX Design and Research

January 2019 – June 2021

Computer-Human Interaction and Social Experience Lab (CHISEL), LUMS

Designed surveys and executed fieldwork for various projects. Moderated project ideation sessions and acted as a cross-functional team collaborator

- Collaborated with the European Commission to conduct end-to-end research and design, utilizing Adobe Suite, for "Humqadam"—an Android app addressing gender-based violence for Pakistani Women Human Rights Defenders
- Served as content head and accessibility researcher for a localized autism portal

UI/UX Designer

June 2020 – April 2021

Big Byte Insights

Apart from end-to-end design, also improved organizational structure with service design, conducted company-wide ideation sessions, and established a handover process between designers and engineers

- Designed and researched multiple SaaS projects for US-based real-estate investors
- Served as a UX designer and project manager for a portal developed for tax collectors in collaboration with the Government of Pakistan

Projects

Community Engagement Platform | Designer and Researcher

October 2023 – December 2023

Coursework project to improve engagement of Boulder city residents in city planning projects by providing them with a web and mobile portal for a comprehensive view of ongoing city development projects, along with an option to give feedback

VR for education about sexual harassment | Researcher

January 2020 – June 2021

Conducted a study on the efficacy of VR in educating bystanders about public harassment in Pakistan. Initiated with a literature review, identifying research gaps, followed by an exploratory study focusing on public transport. Interviewed 19 individuals, utilizing their insights to design VR scenarios addressing public harassment. Investigated the narrative impact of VR videos depicting instances of public harassment.

Autism Assisted Pakistan – Web | Accessibility Researcher & Content Head

September 2019 – March 2020

Core member of the interdisciplinary team dedicated to creating an autism awareness portal tailored for Pakistan. Led a team of five content creators, ensuring the production of multi-dimensional content accessible to users with diverse literacy levels. Conducted contextualized research on digital accessibility requirements for individuals with autism, synthesizing findings to inform the overall design strategy.