

Education

The University of Texas at Austin Austin, TX
Master of Science, Information Studies August 2018
User Experience and Information Architecture

The Ohio State University Columbus, OH
Master of Arts June 2013
Arabic Language and Literature
Bachelor of Arts June 2009
Comparative Studies, Arabic Language and Literature

Experience

UT Health San Antonio San Antonio, TX

UX Researcher January 2019 - Present
• Research and strategy support for academic and medical digital products.
• Interaction design for user and patient experiences.

Dell - Experience Design Group Austin, TX

UX Researcher January 2018 - December 2018
• Developed screeners and study protocol for the testing of current and future Dell software products.
• Conducted, analyzed, and presented the data for usability studies.
• Researched and developed design guidelines.

The University of Texas at Austin Austin, TX

Web Designer and Developer Sept 2017 - Dec 2017
• Researched, designed, and developed the next iteration of the School of Information's website.
• Recruited, managed, and mentored student research, design, and development teams.
• Led UX research strategy and plans.
• Co-led Accessibility Hackathon to implement W3C Web Content Accessibility Guidelines.

Content Analysis Research Assistant June 2017 - Dec 2017
• Analyzed scientific journal articles to track software mentions and populate GitHub repository dataset as part of \$500k National Science Foundation grant.

IT Lab Teaching Assistant Jan 2017 - Sept 2017
• Trained and supported students and faculty in the use of software and hardware lab resources.
• Developed and produced course and video content for undergraduate courses.

San Antonio Education Partnership San Antonio, TX

College Advisor May 2015 - Dec 2016
• Researched and redesigned the partnership website to be human-centered and responsive.
• Designed and taught courses and workshops for students, parents, and community members.
• Assisted clients with web-based college and financial aid applications.

Selected Projects

Alienware Command Center

UX Researcher and Strategist

- Validated the Experience Design Group's deliverables to other product teams through usability tests.
- Ensured usability principles were a part of the design process.
- Designed and pitched features and designs currently under development.
- Directed future projects through focus groups and interviews.

Dell Conversational Design

Designer and Prototyper

- Founded and developed conversational design guidelines for the Experience Design Group's software design guidelines.
- Advocated for conversational design principles and features for upcoming Dell software products.
- Prototyped conversational design interfaces in consultation with product teams.

Dell Mobile Connect

UX Researcher

- Comprehensively evaluated the usability of a product that pairs functionality of a user's mobile phone and PC.
- Managed and launched month-long longitudinal diary studies to gain insight from real-world usage.
- Conducted usability test sessions to ensure a seamless pairing flow for mobile and PC and a comprehensive onboarding process for the application.

Tools

Sketch 3
InVision
Adobe XD
Figma
Camtasia Studio
Google Dialogflow

HTML5
CSS3
Hugo
GitHub

UserTesting
Qualtrics
Google Analytics
Crazy Egg
Microsoft Office

Skills

Affinity Diagramming
Card Sorting
Competitive Evaluation
Content Strategy
Contextual Inquiry
Conversational Design
Diary Studies
Focus Groups
Surveys
Usability Testing
User Interviews
Web Optimization
W3C Compliance

Arabic
Spanish