

CHAFIQUE El-Yousseph

UX Researcher

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PROFESSIONAL SUMMARY

My name is Chafique El-Yousseph, a newly graduated student from The Ohio State University! My passions lie in User Experience and Human-Computer Interaction, with an emphasis on bridging a gap between consumers and companies. Throughout my four years of my Bachelors, I have gained valuable insight on how to conduct user interviews and survey designs, and more importantly, how to extrapolate data and turn it into well-defined deliverables.

WORK EXPERIENCE

UX Consultant

November 2024 - December 2024

Jewel of Africa

- Expertly assessed a tourism agency's website and created a journey map and user persona in order to identify opportunities and pain points for every step of the process.
- Extrapolated data from multiple potential client interviews in order to determine the process in which customers may take in order to book with Jewel of Africa.
- Curated multiple ways in order to increase multiple KPIs on the Jewel of Africa website, including site traffic and bookings.

Guest Service Advocate

July 2022 – Current

Target - Columbus, Ohio

- Consistently provides superior communication, financial management, and organizational skills in a highly fast-paced and team-oriented work environment.
- Successfully increased several key performance indicators including Target Circle card sign ups and guest satisfaction scores.
- Skillfully assisted 100+ guests daily with returns and store inquiries

PROJECTS/EXTRACURRICULARS

- Usability Reports
 - Assessed IQEngine.com for usability and accessibility metrics, delivering a multiple-page report on critiques and potential redesigns for the website.
- SWOT Analysis
 - Created a SWOT analysis for ask-a-muslim.com, identifying ways website can capitalize on current market trends in order to increase traffic and following.
- User Experience Club
 - Member of Ohio State University's User Experience Club.

EDUCATION

Bachelor of Arts, Communication Technology (3.5 GPA)

Ohio State University, December 2024

STEM High School Diploma (3.7 GPA)

Metro Early College High School, May 2021

SKILLS

SPSS
Figma
Excel

User Interviews
Usability Testing
Survey Design

Data Analytics
User-Centered Design
Accessibility Reports

