

# Monica Iqbal

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## HIGHLIGHTS OF QUALIFICATIONS

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- Master of Information candidate at the University of Toronto with over 2 years of experience in user experience design and software development
- Strong analytical and problem-solving skills, paying close attention to detail
- Possesses a wide range of cross-functional skills that are paramount to user experience, including information architecture, content design, and prototyping
- Experienced in front-end development using AngularJS to enhance the user interface of a website

## EDUCATION

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### University of Toronto

Master of Information

Sept. 2022 - present

Toronto, ON

- Concentration in User Experience Design
- Collaborative Specialization in Environmental Studies

### University of Toronto

Honours Bachelor of Science in Computer Science

June 2020

Toronto, ON

- Minors in Environmental Geography and Environmental Studies

## RELEVANT EXPERIENCE

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### When2Meet Redesign

Jul – Aug 2023

*Usability Assessment: Concepts, Methods, and Tools – University of Toronto*

- Collaborated with 5 other students to redesign When2Meet, an online scheduling tool, using Figma
- Utilized Don Norman's 10 usability heuristics to conduct a thorough heuristic evaluation of When2meet, identifying areas of improvement to be used for our redesign
- Helped team run usability tests with 14 participants using Maze to assess interface on users and identify pain points
- Revised initial redesign based on pain points gathered from user research

### Wish Information Architecture Redesign

Sep – Dec 2022

*Information Architecture – University of Toronto*

- Assessed the existing information architecture of Wish, an e-commerce site, with a team of 6 other classmates
- Conducted user research through card sorting and tree tests to identify pain points
- Examined research results to improve the information architecture by wireframing a new version of the site using Balsamiq

### DeLorean

Nov 2021

*"Hack to the Future" Hackathon, Rogers Communications*

- Served as the head UX designer for a team consisting of 3 other Rogers employees to design a prototype of a dashboard predicting network outages using Figma
- Attended a meeting with a representative from one of Rogers' network teams to discuss the possibility of continuing the project beyond the hackathon

### Clean Kangaroo

Apr 2021

*The Complete Figma Course – Designing Mobile & Web App UI/UX (Udemy)*

- Illustrated a prototype of a laundry service request app using Figma to further skills in user experience design

## PROFESSIONAL EXPERIENCE

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### Rogers Communications

May 2023 - present

Web Coordinator

Toronto, ON

- Collaborates closely with the marketing team to receive and prioritize requests for website content updates on the Rogers Business site (rogers.com/business)
- Utilizes Contentful and web development tools to implement requested changes efficiently and accurately
- Conducts thorough quality assurance checks to ensure proper functionality and consistency of updated content across different browsers and devices
- Demonstrates a strong attention to detail, ensuring brand guidelines and visual consistency are upheld in all website updates
- Acts as a liaison between the marketing and development teams to gather necessary assets and information for content updates

### HypraCycle

Apr – May 2022

User Experience Designer & Software Developer

Toronto, ON

- Designed and developed a website for HypraCycle, a local e-bicycle business, using the InVision Power Services suite for hosting the site and Figma for prototyping
- Implemented a kit configuration wizard on the site to ensure a seamless kit ordering process for customers

### Rogers Communications

May 2021 - present

Angular Developer

Toronto, ON

- Utilizes AngularJS, HTML, and CSS to translate design mockups and wireframes into functional and visually appealing user interfaces
- Conducts thorough testing and debugging to identify and resolve issues, ensuring high-quality and bug-free software delivery
- Maintains page content using Contentful in order to deliver fast and efficient digital experiences
- Collaborates closely with designers and product specialists to implement new features and enhancements
- Writes unit tests for Angular components and runs test cases using Jest, achieving at least 70% test coverage

## SKILLS AND CERTIFICATIONS

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- **Programming:** Python, Java, JavaScript, TypeScript, HTML, CSS, Jest, AngularJS, ReactJS, Git
- **Content management:** Contentful, InVision Power Services
- **Methodologies:** Scrum, Kanban
- **User experience:** Figma, Balsamiq, Maze, information architecture, usability testing, wireframing, tree testing, card sorting

## AWARDS

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- **Dec. 2020:** University of Toronto Toastmasters Professor Peter E. Weiss Award for contributions to club, dedication to learning, and embodiment of the Toastmasters mantra