Iqra Bano

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EDUCATION

Bachelor of Arts — Interactive Media, Psychology & Business   May '26

New York University Abu Dhabi | Abu Dhabi, UAE

Organizations: NYUAD Experience Design, Consulting and Business Collective, Violet Ventures, Business & Finance Society

Coursework: *Impact Investing, User Experience Design, Neuromarketing, Design & Innovation, Computational Engineering*

WORK EXPERIENCE

Founder   Sep '24 - Present

CourseFix (NYU Abu Dhabi) | Abu Dhabi, UAE

- Led a 4-member global team to design a course-planning platform for **29K+ students** using structured research insights
- Conducted mixed-method research with 500+ students and synthesized findings to build a **data-driven** recommendation system
- Integrated 600+ course data points into an AI model and **authored** a peer-reviewed paper accepted at OzCHI 2025

Program Associate   Jun '25 - Present

Interactive Media NYU Abu Dhabi | Abu Dhabi, UAE

- Formed strategic partnership with Career Development Center to increase creative-tech opportunities, **securing 20 employer** engagements and raising exposure for arts & humanities students
- Designed and facilitated 4 workshops and moderated **2 industry panels**, strengthening career readiness for 3K+ students
- Built a community of ~500 students to **centralize opportunities**, resources, and foster interdisciplinary collaboration

Strategy Associate Intern   Jan '25 - Oct '25

Terran Paragon & Denizen | Remote, Boston

- Developed 2 websites & 50+ partnership pitch decks and supported outreach that secured **30+ strategic partners** across the Gulf and Europe
- Led **end-to-end proposal** cycles, translating client needs into deliverables and coordinating senior leadership reviews
- Built and rolled out a centralized **Notion workflow system**, boosting project visibility and cross-team efficiency

Communication Lead   Aug '25 - Oct '25

Figma Dubai | Dubai, UAE

- Identified UX/UI partners and 5 university teams to support design initiatives and expand **community partnerships**
- Developed content strategy informed by **market and trend research** to guide outreach campaigns and engagement
- Ran **2 campaigns** and centralized the community database, engaging 2K+ members across Dubai

Project Lead   Jun '25 - Sep '25

Playhard | Zurich, Switzerland

- Researched trends and designed social content, increasing engagement by 30K+ views
- Produced 200+ assets for executive outreach and client communication, ensuring timely, high-quality delivery
- Managed **project documentation** and **workflows in Notion**, enabling faster and more informed team decisions

Research Assistant   Jan '23 - Dec '24

eBrain Lab Computer Engineering (NYU Abu Dhabi) | Abu Dhabi, UAE

- Ran **60+ experiments** optimizing SNN parameters on NCARS dataset, improving accuracy and efficiency
- Co-authored 2 ICARCV 2024 papers **(one Best Paper Award nominee)** on SNN optimization and fast training

LEADERSHIP & COMPETITIONS

- 1st – Swissnex Global Open Call | 2nd – MENA Cursor x Violet Ventures | 3rd – Antler x Lovable Hackathon
- Honorable Mentions – HULT Prize, KPMG & Deloitte Case Competitions | Top 15 in MENA 2023 Bloomberg competition
- Interactive Media Major Representative; Public Relations Committee, President at Urban Hike; Global Career Peer (NYUAD)

SKILLS

Client & Stakeholder Management, Project Coordination, Workflow Optimization, Market Research, Expert Sourcing & Engagement, Strategic & Quantitative Analysis, Data Analysis (Excel, Python, MATLAB, SQL), Machine Learning (PyTorch)