

Iqra Bano

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EDUCATION

Double B.A in Interactive Systems Design, Psychology & minor in Business

May '26

New York University Abu Dhabi | Abu Dhabi, UAE

GPA: 3.6/4.0, **Honors:** Recipient of a Four-Year Full Scholarship for exceptional high school academic achievements

Coursework: *Impact Investing, Designing Complex Systems User Experience Design, Neuromarketing, Design & Innovation, Computational Engineering, Business Ethics and Technology, Human Resource Governance in East Asia*

Organizations: Business & Finance Society, *Experience Design, Consulting Collective, Violet Ventures, Arts and Humanities*

WORK EXPERIENCE

Project Associate

Nov '25 - Present

Active IX | Toronto, Canada

- Directed design for **3 multi-million dollar gov** platforms, aligning engineering and policy to a unified vision
- Synthesized **policy into UX** for immigrant safety apps, boosting program application completion by 60%
- Built a **scalable Design System** and library, cutting development-to-deployment time by 5 weeks

Founder & UX Lead

Sep '24 - Present

CourseFix (NYU Abu Dhabi) | Abu Dhabi, UAE

- Led a 4-member global team to **deliver** a course-planning platform for **29K+ students**, coordinating research, design, and technical execution
- Synthesized insights from **500+ users** into **scoped, data-driven requirements** for a recommendation system
- Managed integration of **600+ course data points** into an AI model, contributing to a **peer-reviewed OzCHI 2025 publication**

Program Associate

Jun '25 - Present

Interactive Media NYU Abu Dhabi | Abu Dhabi, UAE

- Coordinated a partnership with the Career Development Center, **tracking deliverables** to secure **30 employer engagements**
- Planned and executed **4 workshops** and **2 industry panels**, managing logistics and stakeholder alignment
- Built and managed a **500-member community** using structured communication workflows

Strategy & Design Associate

Jan '25 - Oct '25

Terran Paragon & Denizen | Remote, Boston

- Designed and delivered **2 production websites** and **50+ pitch decks** in coordination with cross-functional stakeholders
- Led **end-to-end proposal** and **delivery cycles**, translating client needs into scoped outputs
- Built a centralized **Notion workflow system** to improve delivery visibility and coordination

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 (**Best Paper Award nominee**) on SNN optimization and fast training

LEADERSHIP AND INITIATIVES

Hackathons | Global

- Swissnex Global Open Call – 1st Place (Winner):** Developed a legal foresight platform (Imagining the Futures of Rights of Nature) proposing ecosystem-led governance and planetary diplomacy, selected for Tokyo and Boston Swissnex exhibition
- MENA Cursor x Violet Ventures – 2nd Place:** Developed an AI-powered fintech platform that automates subscription management and predictive cash flow analytics with a scalable regional regulatory roadmap
- Antler x Lovable Hackathon – 3rd Place:** Built a functional MVP within a 48-hour sprint; utilized Lovable AI, React, Figma, or AI APIs to address accessibility in urban infrastructure, pitching the solution to a panel of Antler and Lovable VC investors

Case Competitions | MENA

- Deloitte Case Competition – Top 3 of 84 teams:** Proposed a "Netflix for Coffee" monetization overhaul and IoT referral ecosystem, utilizing 5-year demand forecasting to project €15M in new annual recurring revenue
- KPMG Case Competition – Top 4 (Finalist):** Designed a three-stage strategic framework (Ālamiyya, Intilāqa, and Namā') that integrated financial modeling and risk assessment to create an AED 57M roadmap for Gen Z Emiratization
- Hult Prize Global Challenge 2024 – Regional Finalist (Recycl-Fit):** Designed textile circular-economy venture, utilizing systems mapping and market research to build a scalable business model for the global social impact challenge

NYU Abu Dhabi (NYUAD) Leadership | Abu Dhabi, UAE

- TEDxNYUAD** (Speaker Management Head), Bloomberg Trading Challenge (Top 15 MENA), Interactive Media Representative

KEY SKILLS

Programming Languages: Proficient in Python, R, Stata, MATLAB, SQL, C++, Processing, Arduino, Java, React

Technical Skills: Figma, Framer, Wix, Wordpress, MS Excel, MS PowerPoint, Web Design, Maya, AI Prompting (Cursor, Lovable), Jira, Confluence, Azure DevOps

Languages: English (Fluent); Urdu (Native); Turkish (Intermediate)

Interests: Tech trends, Fintech, Public Sector Developments, Product Design, StartUp, Experience Design, Art Museums