Hasan Naveed

🌐 hasann.me
✉ hasannaveed09@gmail.com

Projects & Experience

Research Assistant
Carnegie Mellon University   *May 2019 - Current*

- Coordinating and carrying out promotional activities to promote the Alice Middle East computing curriculum in middle schools.
- Redesigning a 300pg school textbook to improve legibility and content presentation for middle school children.
- Carrying out the design and development of research associate sponsor websites in order to provide an engaging experience to site visitors.

Intern
J.Portman Brand Consultancy   *Feb 2019 - May 2019*

- Responsible for "digital execution" of agency by carrying out website design and development for two startup clients using Webflow.
- Carried out analysis on one year's worth of social media advertisment data in order to assess effectiveness and recommend strategies.
- Participated in "Discovery Sessions" in order to take a deep dive into client companies and work on creating brand identities for clients.

Marketing Intern
Visme   *Oct 2018 - Feb 2019*

- Published information about VIsme in over 30 posts on Quora and other platforms, in order to increase brand awareness online.
- Reached out to influencers on YouTube and other social media platforms to carry out influencer marketing and promote product.
- Carried out testing and promotion of new product, Respona.io, by engaging with potential users on social media groups and websites.

HomeSafe
Carnegie Mellon University   *Sep 2018 - Dec 2018*

- Worked as the design lead to create a semi-functional prototype of a mobile application meant to tackle campus security issues.
- Carried out user testing with over 100 students to carry out Agile development of the prototype in order to optimize user experience.
- Spearheaded UX/UI design of concept by designing a prototype on Adobe XD. Iterated on prototype 7 times to create final prototype.

Leadership

Course Instructor
Carnegie Mellon University   *Jan 2019 - May 2019*

- Taught a course on presentation deck design to a class of students to promote the development of visual communication skills.

President
CarnegieApps   *Aug 2018 - May 2019*

- Lead a team of 10 students to organize an annual Hackathon competition for two consecutive years.
- Maintained professional relations with companies such as Siemens and Ooredoo to secure sponsorship for event.

International Trip Leader
ReFood Portugal   *May 2018*

- Led a trip of 16 students to Lisbon, Portugal in order to carry out a food recycling project and to raise awareness about community service.

Education

Carnegie Mellon University
BSc. (Hons) Information Systems
User Centered Information Design
<u>Minor:</u> Business Adminstration
Grad. May 2019

<u>Honors:</u>
University Honors
Alpha Iota Delta
Phi Alpha Theta
Senior Student Leadership Award
Community Service & Outreach Award
Deans Honor List - 5 Semesters

Skills

Design
Visual Design
Interaction Design
User Research
Usability Testing
Information Architecture
Personas & Storyboarding
Prototyping
Low, Mid & Hi-Fi Wireframing

Tools
Adobe XD
Sketch
Affinity Designer
Photoshop
Illustrator
InDesign
Pen & Paper

Development
HTML
CSS
Javascript
Python