



HAFSA GHIAS

UX/UI DESIGN

Greater Detroit Area
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**I'm focused on
fostering inclusivity
and creating equal
opportunity
through design.**

SKILLS

In order of level of proficiency

DESIGN

Design Thinking
Wireframing
Rapid Prototyping
User Interface design
Brand development
Interaction design
User research
Product design
Packaging design

SOFTWARE

Adobe Creative Suite
Sketch
Invision
Figma
SketchUp
Salesforce
Wordpress

DEVELOPMENT

Agile Development
C++ | C
HTML5 & CSS

EDUCATION

University of Michigan | Penny W. Stamps School of Art & Design

- BA in Art & Design | Sept 2015 - May 2020
- Related Courses: Completed 20 credits in computer science including Data Structures & Algorithms and Discrete Math.

Student of the Year | April 2016

- Awarded Student of the Year by The Michigan Daily for work done with Redefine.

EXPERIENCE

ALLY FINANCIAL

UX Design Intern | May 2019 - Aug 2019

- Assigned to SmartAuction, a wholesale vehicle auction marketplace, and contributed to a 100+ person team of product owners, developers & designers doing greenfield agile development.
- Conducted a gap analysis of 50 purchase scenarios, corresponding vehicle status & available actions. Utilized findings to create a development & testing reference workbook that is used by over 10 developers, testers & designers. Designed a hi-fidelity template that is populated based on the scenario to resolve discrepancies in previous purchasing mockups.
- Conducted a gap analysis of all SmartAuction & whitelabel mockups & designed a common UI pattern library used by over 10 product owners, developers, testers & designers.
- Participated in journey mapping and persona development for posting a vehicle on the site.
- Completed accessibility training, observed the SmartAuction team's UX process, integration with agile and made recommendations on how to streamline the workflow.

Software Development Intern | May 2018 - Aug 2018

- Designed & developed a form in Salesforce Community using Apex and Javascript. Worked with developers to deliver a Java job to send emails with a custom, secure link to the form. Moved solution from Docusign to Salesforce, saving Ally \$353,000 annually.
- Implemented agile development practices by determining project scope & business requirements, as well as story authoring, development, deployment & testing.

FREELANCE DESIGNER & WEB DEVELOPER | May 2017 - Present

- Applying UX process & agile development to move a wholesale business to an online platform.
- Developed brand, merchandise & website for 4+ non-profit organizations and businesses

LEADERSHIP

OPTIMIZE | U of M department that offers workshops, mentorship & funding for student-led social innovation projects.

Design Consultant | Sept 2018 - May 2019

- Guided over 15 Social Innovation Challenge teams in developing their brands & products.
- Created a branding brief to streamline design process for multiple teams.

optiMize Fellow | Sept 2015 - Aug 2016

- Awarded \$14,000 & summer fellowship for Redefine's high social impact, scalability & creativity.

REDEFINE | Organization promoting social respect through the exhibition of artwork created from experiences with inequality.

Co-Founder & Co-President | Oct 2015 - May 2018

- Led a team of 14 board members in operations, outreach, marketing, fundraising, and talent engagement initiatives. Developed brand & promotional material for the organization.