



HAFSA GHIAS

UX DESIGN

Greater Detroit Area
www.hafsaghias.com
734-353-5871
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**I'm focused on
fostering inclusivity
and creating equal
opportunity
through design.**

SKILLS

DESIGN

Design Thinking
Wireframing
Rapid Prototyping
User Interface design
Brand development
Interaction design
User research
Web Accessibility
Product design
Packaging design
Woodworking & Drafting

SOFTWARE

Adobe Creative Suite
Sketch
Figma
Invision
ServiceNow
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.

Student of the Year | April 2016

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

EXPERIENCE

MICHIGAN MEDICINE HEALTH INFORMATION TECHNOLOGY & SERVICES

UX Research Intern | January 2020 - April 2020

- Led and designed user research studies exploring customer behaviors with HITS Service Portal. Conducted user interviews and usability testing with 12 Michigan Medicine faculty and staff.
- Developed wireframes, mockups and prototypes with information architecture and design improvements using research findings and ServiceNow analytics. Worked with Service Catalog project manager to ensure designs were technically feasible.
- Presented findings to Business IT Management and service portal owners and generated 40 page report of research protocol, key findings, and design recommendations.

ALLY FINANCIAL

UX Design Intern | May 2019 - Aug 2019

- Redesigned workflow for purchasing a vehicle in SmartAuction, a wholesale vehicle auction marketplace, in a 100+ person team doing greenfield agile development.
 - Conducted gap analysis of 50 vehicle purchase scenarios and created development reference workbook and hi-fidelity template used by 10+ developers and testers.
- Designed UI pattern library for SmartAuction mockups, contributed to journey mapping and persona creation for posting a vehicle on SmartAuction and completed Ally accessibility training.

Software Development Intern | May 2018 - Aug 2018

- Designed and developed a form in Salesforce Community using Apex and Javascript. Successfully moved the solution from DocuSign to Salesforce, saving Ally \$353,000 annually. Worked with developers to deliver a Java job to send emails with a custom, secure link to the form.
- Completed end-to-end project by defining project scope and business requirements, writing stories, and completing development, deployment and testing.

FREELANCE DESIGNER & WEB DEVELOPER | May 2017 - Present

- Designed and developed a website for a wholesale business moving their business online.
- 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

- Created a branding brief and design process to streamline branding of 15+ challenge teams.

optiMize Fellow | Sept 2015 - Aug 2016

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

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

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

- Led a team of 14 board members in marketing, fundraising, and talent recruitment initiatives.
- Developed branding & promotional material for the organization.