



HAFSA GHIAS

UI/UX DESIGN

CONTACT

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SKILLS

DESIGN

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

SOFTWARE

Sketch
Invision
Figma
Salesforce
Wordpress
Adobe Creative Suite
PC | Mac | Linux
Visual Studio
Xcode | Sublime

DEVELOPMENT

Agile Development
C++ | C
HTML5 | CSS
JavaScript | Apex

EDUCATION

UNIVERSITY OF MICHIGAN | Penny W. Stamps School of Art & Design

- BA in Art & Design | Dec 2019
- Related Courses: Algorithms & Data Structures, Entrepreneurial Business Basics

Student of the Year | April 2016

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

WORK EXPERIENCE

OPTIMIZE

Design Consultant | Sept 2018 - Present

- Developing logos and user interfaces for over 15 Social Innovation Challenge teams.
- Created a branding brief to streamline and manage design process of multiple teams at once.

ALLY FINANCIAL

Software Development Intern | May 2018 - Aug 2018

- Designed user interface and developed a form in Salesforce Community using Apex & 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 community, saving the annual contract of \$353,000.
- Implemented agile development practices by determining project scope & business requirements, as well as completing story authoring, development, deployment & testing.

Ally Financial 2018 Hackathon

- Developed user interface and interactive prototype for a philanthropy widget that allows Ally customers to search for, set up and track donations to charities.

FREELANCE WEB DEVELOPER & GRAPHIC DESIGNER

May 2017 - Present

- Designing user interface and developing a website for Muslim Students Association in Wordpress.
- Developed brand and merchandise for multiple student organizations including Muslim Students Association, Redefine, Michigan Movement and Paani.

LEADERSHIP

OPTIMIZE

Community Selection Board Member | March 2016

- Judged & distributed \$200,000 to the 2017 Social Innovation Challenge teams.

Optimize Fellow | Sept 2015 - Aug 2016

- Awarded \$14,000 and summer fellowship after completing the 2016 optiMize Social Innovation Challenge and pitching to a panel who evaluated Redefine on social impact, scalability & creativity.

REDEFINE

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

- Launched and managed a student organization that promotes social respect through the exhibition of original student artwork created from experiences with inequality.
- Mobilized creative students to showcase their talents at bi-yearly social justice themed showcases.
- Developed brand, promotional material and merchandise for the organization.

ADDITIONAL EXPERIENCE

- Muslim Students Association, Marketing & Communications Chair
- Dean of Students Advisory Board Member
- Hafsa G Photography, Founder & Photographer