

# Hafsa Ghias

USER EXPERIENCE DESIGNER

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## ABOUT

With experience designing SaaS products in the fintech and medical industries, I can easily navigate and translate complex systems and compliance into user friendly experiences. My development background allows me to understand and collaborate effectively with engineering partners. I'm passionate about using design as a tool to fostering inclusivity and creating equal opportunity.

## EXPERIENCE

### MICHIGAN MEDICINE HEALTH INFORMATION TECHNOLOGY & SERVICES

**UX Research Intern** | Ann Arbor, MI | Jan 2020 - April 2020

- Leveraged customer insights from user interviews and ServiceNow analytics to create information architecture and design improvements of HITS Service Portal. Used the RITE method to validate designs and worked with project manager to ensure technical feasibility.
- Led user research studies and conducted 12 interviews with Michigan Medicine employees. Adapted research methods during quarantine from in-person to video interviews.
- Presented findings to stakeholders and generated 40 page report of research protocol, key findings, and design recommendations.

### ALLY FINANCIAL

**UX Design Intern** | Detroit, MI | May 2019 - Aug 2019

- Owned workflow for purchasing a vehicle in SmartAuction, a wholesale vehicle auction marketplace, seeing the redesign through testing and launch.
- Leveraged gap analysis of 50 vehicle purchase scenarios to create development and testing reference document and hi-fidelity template used by 10+ developers and testers.
- Designed UI pattern library, contributed to journey mapping and persona creation for posting a vehicle on SmartAuction and completed accessibility training.

**Software Development Intern** | Detroit, MI | May 2018 - Aug 2018

- Designed and developed a form in Salesforce Community. Successfully moved 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 form link.
- Completed and presented end-to-end agile project to stakeholders. Defined project scope, business & technical requirements and completed development, deployment and testing.

**FREELANCE DESIGNER & WEB DEVELOPER** | Ann Arbor, MI | May 2017 - Present

- Designed and developed a website for a wholesale business moving their business online.
- Developed brand, merchandise & websites for 4+ non-profit organizations and businesses.
- Conducted design consultations for 15 tech incubator teams and created branding guide.
- Developed client management, pricing, and project management skills.

## LEADERSHIP

### REDEFINE

**Co-Founder & Co-President** | Ann Arbor, MI | Sept 2015 - May 2018

- Co-founded organization promoting social respect through exhibition of artwork created from experiences with inequality. Developed branding & promotional material.
- Led team of 14 board members in marketing, fundraising, and talent recruitment initiatives.
- Awarded \$140,000 and a summer fellowship by optiMize in April 2016. Awarded Cross Cultural Programming Award by the Michigan Difference Student Leadership in April 2019.

## SKILLS

Design Thinking, Rapid Prototyping, Wireframing, Hi-fidelity mockups, User research, Journey Mapping, Product design, Usability testing, A/B testing, Web Accessibility, Responsive design, Mobile design, UI animation, Brand design, Photography, Illustration

## TOOLS

Agile Development, C++, C, HTML5, CSS, Javascript, PHP, Apex, Adobe Creative Suite, Jira, Confluence, Sketch, Figma, Invision, Google Analytics, Principle, Wordpress, ServiceNow, Salesforce

## EDUCATION

### UNIVERSITY OF MICHIGAN - ANN ARBOR

**Penny W. Stamps School of Art & Design**

- BA in Art & Design
- Sept 2015 - May 2020
- Completed 20 credits in computer science including Data Structures & Algorithms.

## HONORS & AWARDS

**Featured in University of Michigan True Blue Bicentennial films** | April 2017

**Student of the Year** | April 2016

Award by The Michigan Daily for work done with Redefine.

**optiMize Fellow** | April 2016 - Aug 2016

Awarded \$14,000 & summer fellowship for Redefine.