Hafiza Mehak Munir

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Transitioning from an Ecommerce career to UX/UI design with a side of Project Management, I have gained strong storytelling skills in presenting design rationale to both design and non-design audiences along with making sure all goals have been achived. I became experienced in collaborating with cross-functional teams which made me highly adaptable, creative problem solver, and resilient, ready to contribute to the team.

Technical Skills

- **UX Research & Testing:** Contextual Inquiry, Surveys, Interviews, Usability Testing, Tree Testing, Card Sorting, Heuristic Evaluation, Cognitive Walkthroughs, First-Click Testing, AEIOU Framework, Accessibility Evaluation
- **Design Tools:** Figma, Balsamiq, Axure RP, Adobe XD, Illustrator, Photoshop, Canva
- **Prototyping & Development:** Wireframes, Mockups, Interactive Prototypes, HTML, CSS, JavaScript
- **Data & Analysis:** Google Analytics, SPSS, ATLAS.ti
- **Certifications:** CITI IRB (Ethics in Research), Google Analytics, Design Thinking – Data Intelligence

Education

Master of Science in Human-Computer Interaction
DePaul University – Chicago, IL | **Expected March 2026**
Relevant Courses: User-Centered Design, Prototyping & Implementation, Usability Evaluation, Accessibility Considerations, User Research Methods, Scripting for Interactive Systems, IT project Management, Data Visualization

Bachelor of Science in Business Administration
Forman Christian College – Lahore, Pakistan | 2017
Relevant Courses: New Product Development, Qualitative & Quantitative Research

Professional Experience

Graduate Scholarship Assistant
Office of Financial Aid | DePaul University | Dec 2023 - Present

- Administering DePaul's award management system
- Produced instructional videos and documentation to support scholarship operations and partner training.
- Proposed and implemented design and process enhancements based on user feedback, improving usability and efficiency.
- Assisted in the planning and execution of student-facing events.

Assistant E-Commerce Manager
Cresset Technologies | March 2021 – June 2023

- Coordinated cross-functional teams (marketing, logistics, sales, customer support, design), streamlining workflows and improving campaign execution efficiency.
- Supported development of client marketing strategies, contributing to increased engagement and conversion rates.
- Recommended and implemented website design changes informed by Google Analytics, improving user experience and driving higher retention.

Senior Project Associate
Kincsem consultancy | Dec 2017- Dec 2019

- Assisted with a variety of projects in both academic and professional sector
- Participated in content planning meetings to drive project success – Resulted in increased coherency and higher success percentage.

Internships:

Finja. Pk ,Pakistan | Project Intern | Jun 17' – Aug 17'
WWF, Pakistan | Management Intern | Mar 16'

Nestle, Pakistan | Sales Associate | Jul 16' – Sep 16'
Bank Alfalah Ltd., Pakistan | Intern | Jun 15' – Aug 15'
Forman Christian College, Pakistan | Academics Office Inten | Jun 14' – Aug 14'

Publications & Research:

• Plant Assessment for MAKNIT Pvt Ltd, Productivity Enhancement (+8%) Program using PMBOK®, PMI USA
• Psychological Empowerment of Employees at FCC
• Quality analysis of emergency procedures in FCC.
• Marketing analysis of Cold Stone Creamery
• Development of Dolphin Squad, PSCA
• The Demise of Pakistan Steel Mills (Magazine: School of Management, FCC**)**

Certifications and Seminars:

• TEFL (Teaching English As A Foreign Language), Recknors Corporate Training & Workshops | Aug 14'– Apr 16'
• "LETS GET MAD" by Tanzila Khan (Workshop on Marketing & Sales and Self-Determination) | Aug 14'– Apr 16'

Selected Projects

Research Assistant
Jarvis School of Computing and Digital Media | DePaul University | August 2025 - Present

• Gathering data via surveys to create and analyze reports using Qualtrics Analytical software

Accessible Rideshare Design for Blind and Low Vision (BLV) Users
Accessibility Considerations | DePaul University | 2025

• Interviewed blind Uber users to identify accessibility barriers in rideshare experiences.
• Co-designed solutions including haptic feedback, en-route voice notifications, and driver accessibility training.
• Delivered recommendations applying universal design principles for broader impact.

Hike IL – Smartwatch-Integrated Hiking App
Prototyping & Implementation | DePaul University | 2024

• Designed responsive mobile and smartwatch prototypes in Axure RP.
• Conducted contextual inquiries and iterative usability testing, improving navigation and offline access.
• Enhanced trail discovery and personalization through user feedback.

SHEIN Redesign – Navigation & Information Architecture Overhaul
Information Architecture & Content Strategy | DePaul University | 2024

• Optimized site navigation through card sorting and tree testing with 15 users.
• Redesigned site map reduced redundancy in category labels, and validated changes via usability testing.