

# MONICA IBRAHIM



## UX / Product Designer

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Bothell, WA, 98012

## Education

### Full Time User Experience Design Program, [RED Academy](#)

Jul. 4 - Sept. 21, 2017

### BSc., Major in Cognitive Systems, Cognition & Brain Opt., [UBC Vancouver](#)

Grad of May, 2017

Multidisciplinary program: computer science,  
linguistics, philosophy & psychology

Learned principles and techniques used by  
natural and artificial intelligent systems

**Cumulative GPA: 3.5 | GPA in major: 3.5**

## Design Skills

**Skills:** user research, prototyping,  
information architecture, responsive design,  
usability testing, content strategy

**Software:** Marvel, Sketch, Invision

## Projects

### UX and UI Design: [Project Intercept](#)

June, 2017 - current

Platform aimed at disrupting both the supply and demand of trafficking through technology, human outreach, and broad scale education.

**Task:** improve the design of the website, victim selection strategies, and the experiences of the different users

**Goal:** an intuitive and easy design; account for different user roles

**Design Tools:** Sketch, Invision

#### **Impact:**

Redesigned the UX and UI of the website. Analyzed the goals of different organizations and accounted for their needs on the platform. Contributed to the design of victim selection strategies aimed in reducing human trafficking.

### UX Design and Content Strategy: [VenturX](#)

September, 2017

Analytics tool that provides an overview of a startup's progress

**Task:** design a [responsive website](#) to educate and convince users to join

**Goal:** increase user acquisition and conversion rate in the long-run

**Design Tools:** Sketch, Invision

#### **Impact:**

Analyzed user conversion and acquisition rates to identify optimal business goals. Implemented and managed new content on site which provided value to users and increased user acquisition.

### UX Design and Content Strategy: [VATJSS](#)

August, 2017

Non-profit organization focused on transformative justice

**Task:** design a [responsive website](#) to provide easy access to resources

**Goal:** increase awareness of services and user engagement

**Design Tools:** Sketch, Invision

#### **Impact:**

Analyzed the user base to create a culturally appropriate design that increased users' trust of the website. Content strategy made resources suitable for users' preferred mode of learning.

### UX Design: [Big Fit Girl](#)

July, 2017

Weight neutral fitness company for plus size women

**Task:** design a weight neutral fitness [app](#)

**Goal:** encourage plus-size women towards a fit and healthy lifestyle

**Design Tools:** Sketch, Invision, Marvel

#### **Impact:**

Analyzed existing BFG services to ensure the app adds unique value for the user. Used weight-neutral language, images and icons to promote a culture to encourage plus-size women.

## Other Relevant Experiences

### Likeability Study, [UBC Perfectionism & Psychopathology Lab](#)

May 2016 - May 2017

**Task:** helped design a [coding manual](#) for perfectionism in participants, [coded](#) video recordings using the manual

**UX skills:** used iterative process to develop manual, applied directed empathy for traits we were analyzing, actively listened to videos

### "The Mere Exposure Effect: is it present with negative stimuli?",

#### [UBC Memory & Cognition Lab](#)

Jan. - Apr. 2017

**Task:** contributed in [methodology design](#), [iterated](#) research design, ran weekly experiments, submitted [written report](#), [presented](#) research findings

**UX skills:** analyzed research results & made inferences, used iterative process