





MONICA IBRAHIM 

UX / Product Designer

Portfolio: <http://monicaibrahim.com>

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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 archeticture, responsive design,
usability testing, content strategy

Software: Marvel, Sketch, Invision

Projects

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: helped [design study methodology](#), [iterated](#) research design, ran weekly experiments, attended weekly lab meetings, submitted [written report](#), [presented](#) research findings, communicated progress to supervisor

UX skills: analyzed research results and made inferences, used iterative process for the research design

Distress Services, [Crisis Intervention & Suicide Prevention Centre of BC](#)
Sept. 2013 - Jun. 2016

Task: supported individuals experiencing distress on a confidential phone-line

UX skills: used non-judgemental active listening to engage in collaborative problem solving tailored to the nature of the caller. Applied the same model to suit different contexts