

MONICA IBRAHIM



UX / Product Designer

Portfolio: <http://monicaibrahim.com>



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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