

REEMA NAQVI

Focused on harnessing UX research to inform product design

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Berkeley, CA

EDUCATION

University of California, Berkeley Berkeley, CA Master of Information Management and Systems (MIMS)	May 2017
Mount Holyoke College South Hadley, MA Bachelor of Arts in International Relations and Film Studies (Cum Laude)	May 2012

EXPERIENCE

Aman Institute for Vocational Training Quality Executive, Karachi Conducted qualitative analysis on low user adoption of new ERP system. Recommended solutions to CEO <ul style="list-style-type: none">Moderated focus group discussions & stakeholder interviewsDesigned usability tests to discover pain points for users of 7 departments	Feb 2015 - July 2015
Interactive Health Solutions mHealth Implementer, Karachi Supported product manager on design of a WHO civil demographic data collection software for Nepal <ul style="list-style-type: none">Developed personas & scenarios of the software's usersDesigned web application's UI using HTML/CSS and demoed high fidelity prototypes to WHO officials Deployed tuberculosis detection software in Tanzania, Uganda, Nepal & Bangladesh <ul style="list-style-type: none">Liaised with development team to optimize user experience through field observationsDeveloped and implemented training catered to doctors/researchers on electronic medical record systems	Aug 2013 - Jan 2015
Interactive Research and Development Research Associate, Karachi Researched social & economic conditions of street working/living children in Karachi <ul style="list-style-type: none">Recruited 24 study subjects and analyzed qualitative data from in-depth interviews & fieldworkTrained collaborators on research ethics involving human subjects/vulnerable classes i.e. children	Nov 2012 - Jul 2013
Shakespeare Says Front-end Design Collaborator, Berkeley A URL shortener Chrome extension that appends a given URL with a semantically relevant Shakespearean quote <ul style="list-style-type: none">Co-designed front-end of extension using HTML, CSS, JavaScript & jQuery	Dec 2015
VMatch Product Designer, Berkeley An app for tetraplegics to enjoy the dating experience through virtual reality. Won 2nd place in a hackathon <ul style="list-style-type: none">Created prototype by iterating through affinity diagrams, personas & storyboards	Nov 2015
Freelance Filmmaking <ul style="list-style-type: none">Assisted editor on documentary 'Jesse Owens' research(Emmy Award winner for Outstanding Research, 2013)Edited performance videos for a regional South Asian platform for poetic expression and dialogue	

SKILLS

Technical: Python, HTML, CSS, JavaScript, jQuery, Illustrator, Justinmind, Highcharts, Tableau
Research: Contextual Inquiries, Persona Building, Affinity Diagrams, Mockups, Prototyping, User Story Mapping
Certifications: Social and Behavioral Research Certification from Collaborative Institutional Training Initiative, University of Miami (2012)
Awards: UC Berkeley School of Information Fellowship for Master's Study(2015-2017)