REEMA NAQVI

Focusing on using UX research to inform product design

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Education

University of California, Berkeley | Berkeley, CA   May 2017
Master of Information Management and Systems (MIMS)
Coursework: Needs & Usability Assessment, Lean/Agile Product Management, Information Visualization
Design of Digital Products and Services

Mount Holyoke College | South Hadley, MA   May 2012
Bachelor of Arts in International Relations and Film Studies (Cum Laude)

Experience

Aman Institute for Vocational Training | Quality Executive, Karachi   Feb 2015 - July 2015
Conducted qualitative analysis on low user adoption of new ERP system. Recommended solutions to CEO
  • Moderated **focus group discussions** & **stakeholder interviews**
  • Designed **usability tests** to discover pain points for users of 7 departments

Interactive Health Solutions | mHealth Implementer, Karachi   Aug 2013 - Jan 2015
Supported product manager on design of a WHO civil demographic data collection software for Nepal
  • Developed **personas** & **scenarios** of the software's users
  • Designed web application's UI using HTML/CSS and demoed **high fidelity prototypes** to WHO officials

Deployed tuberculosis detection software in Tanzania, Uganda, Nepal & Bangladesh
  • Liaised with development team to optimize **user experience** through field observations
  • Developed and **implemented training** catered to doctors/researchers on electronic medical record systems

Interactive Research and Development | Research Associate, Karachi   Nov 2012 - Jul 2013
Researched social & economic conditions of street working/living children in Karachi
  • Recruited 24 study subjects and analyzed qualitative data from in-depth **interviews** & **fieldwork**
  • Trained collaborators on **research ethics** involving human subjects/vulnerable classes i.e. children

Projects

Shakespeare Says | Front-end Design Collaborator, Berkeley   Dec 2015
A URL shortener Chrome extension that appends a given URL with a semantically relevant Shakespearean quote
  • Co-designed **front-end** of extension using HTML, CSS, JavaScript & jQuery

VMatch | Product Designer, Berkeley   Nov 2015
An app for tetraplegics to enjoy the dating experience through virtual reality. Won 2nd place in a hackathon
  • Created prototype by iterating through **affinity diagrams**, **personas** & **storyboards**

Awards & Certifications

Awards: UC Berkeley **School of Information Fellowship** for Master's Study(2015-2017)

       Assisted editor on documentary 'Jesse Owens' **research**(Emmy Award winner for Outstanding Research, 2013

Certifications: Social and Behavioral Research Certification from Collaborative Institutional Training Initiative, University of Miami (2012)

Technical Skills	Research Skills
Python, HTML, CSS, JavaScript, jQuery, Illustrator, Photoshop, Justinmind, Highcharts, Tableau	Contextual Inquiries, Persona Building, Mockups, Affinity Diagrams, Prototyping, User Story Mapping