REEMA NAQVI

Focused on harnessing UX research to inform product design

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Berkeley, CA

EDUCATION

University of California, Berkeley | Berkeley, CA   May 2017
Master of Information Management and Systems (MIMS)

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

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**

Freelance Filmmaking
- 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)