

I'm **Sara Al Mughairy**, a User Researcher and Strategist with over six years of experience producing and communicating rich qualitative data and results.

Professional Experience

UX Lead @ Video Turbine (2016 - Present)

UX Research & Design of Video Turbine, a B2B video templating & management platform.

UX Researcher & Designer @ UC Berkeley-Haas, NeuroEconomics Lab (2014 - 2015)

Transformed in-lab research studies into engaging iPhone games for remote participation.

Research Manager @ UC Berkeley Language and Cognitive Dev Lab (2013 - 2015)

Established & managed all lab logistics, protocols, & relationship-building. Recruited and managed over 30 RAs, Oversaw up to 8 studies at a time, Launched internship program that attracted students from all over the country, Conducted international field research.

Research Assistant @ Harvard Lab for Developmental Studies, Psychology (2013)

Studied logical thinking in infants, from study design to analysis and presentation.

Research Assistant @ EMD Serono, Applied Pharmaceutical Research (2012)

Conducted rigorous research including a personal project that I presented to execs.

Student Experience

HCI + Design Events Coordinator @ University of Washington (2015 - 2016)

Organized weekly research talks for 100+ attendees such as the Design-Use-Build seminar.

Teaching Assistant @ Northeastern University, Cognitive Science Course (2013)

Taught weekly review lectures to 50+ undergraduates on cognitive science.

Research Assistant @ Northeastern University, NeuroPharmacology Lab (2011)

Conducted studies identifying underlying metabolic links to behavior changes in Autism.

Education

Master of Human-Computer Interaction + Design @ University of Washington (2016)

Diversity Committee Vice Chair, Student-Nominated Commencement Speaker, 3.9 GPA.

BS. Behavioral Neuroscience @ Northeastern University (2013)

Academic scholarship recipient, Sears B. Conduit Award, Health Educator, 3.9 GPA.

Select Projects (view project details at www.sawra.tech)

Ramble_UX Research Lead of app that improves walking safety (Sponsored by REI).

SteadyPack_UX Research of clip-on device that promotes backpack health.

Canvas_UX Research and Redesign of learning management platform.

Securr_Heuristic Analysis, Usability Testing, and Redesign of eCommerce site.

Skills

Research_User interviews / Usability Testing / Surveys / Focus Groups / Field and Diary Studies / Heuristic Analysis / Competitive Analysis / Card Sorting / Wizard of Oz / Lit Reviews / Ethnography / Contextual Inquiry / Training & Managing RA's / Data Entry & Coding / Writing screeners & Recruiting Participants / Video Documentation / Basic Stats / Presenting findings to a variety of audiences / Ethical practices (e.g., IRB)

Design_Wireframes / Paper Prototypes / HiFi Mockups / UI Animation / Journey Maps / Site Maps / Systems Maps / Stakeholder Maps / User Flows / Use Case Analysis / Storyboards / User Stories / Personas / Data Viz / Ideation

Tools_Adobe CC / Sketch / InVision / Principle / Excel / HTML / Javascript / CSS

Achievements

Research_Two publications / Five posters / Invited speaker at two conferences for psychology work / Conducted over 700 qualitative research sessions

UX_Best Design award & Accessibility award at FSA hackathons / Lead UX research and design for two of 26 finalist teams in state-wide start-up competition