

Zayd Alghazali

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EDUCATION

University of Michigan (Ann Arbor) <i>Master of Science in Information, Concentration: UX Research and Design</i>	Expected May 2027
• Relevant Coursework: Qualitative Research Methods, User-Centered Design, Information Architecture, Cognitive Psychology in Design	

Michigan State University <i>Bachelor of Arts in Experience Architecture (Human-Computer Interaction Focus)</i>	May 2025
• GPA: 3.8/4.0 XA Award of Distinction Dean's List (4x) MSU Honors College	

PROFESSIONAL EXPERIENCE

UX Design Intern <i>LiveLook East Lansing, MI (remote)</i>	Fall 2025 – Present
• Conducted competitive analysis of 8 event discovery platforms to identify interaction patterns and usability benchmarks, informing design strategy for a dynamic discovery hub.	
• Led ideation sessions to conceptualize prototype features and user flows, translating early concepts into wireframes and interface specifications with the design team.	
• Shaped product direction through 10+ design iterations, delivering user journey maps and navigation concepts that informed the platform's core experience strategy.	

*Project details protected by non-disclosure agreement

PROJECT EXPERIENCE

Library Interactive Kiosk Redesign <i>Michigan State University Main Library UX Research</i>	Spring 2024
• Identified critical usability failures through moderated testing with 3 participants, uncovering 0% task success rate due to poor touchscreen affordance and zero accessibility features	
• Conducted competitive analysis of campus wayfinding systems, benchmarking against 2 high-performing kiosks to identify successful interaction patterns	
• Designed 7-toggle accessibility system based on WCAG 2.1 AA standards, implementing multimodal interaction for diverse user needs	

OneMSU Campus App Consolidation <i>Michigan State University UX Research & IA Design</i>	Winter 2024
• Conducted user interviews with 8 students, identifying 68% app abandonment rate due to fragmented campus app ecosystem requiring 5+ context switches per task	
• Performed task analysis mapping 12 common student workflows across existing apps, revealing inconsistent information architecture and buried safety features	
• Redesigned mobile IA around task-based mental models, optimizing for one-handed thumb reach and glanceability while walking	

SKILLS

HMI & User Research: User Clinic Design, Usability Testing, Design Validation, Cognitive Walkthroughs, User Interviews, Contextual Inquiry, Heuristic Evaluation, Task Analysis, Thematic Analysis, Affinity Mapping
Prototyping & Design: Figma, Miro, Adobe Creative Suite, Wireframing, Interaction Design, Information Architecture, User Journey Mapping, Persona Development, Accessibility (WCAG)
Technical: HTML5, CSS3, JavaScript, Python, Technical Report Writing, Research Protocol Development