

Zayd Alghazali

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EDUCATION

Master of Science in Information

Expected May 2027

University of Michigan

Concentration: UX Research & Design • Relevant Coursework: Qualitative Research Methods, User-Centered Design, Information Architecture, Cognitive Psychology in Design

Bachelor of Arts in Experience Architecture

May 2025

Michigan State University

HCI Focus • GPA: 3.8/4.0 • XA Award of Distinction • Dean's List (4x) • MSU Honors College

PROFESSIONAL EXPERIENCE

UX Design Intern

October 2025 – Present

LiveLook | East Lansing, MI (remote)

- 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
- Shaped product direction through 10+ design iterations, delivering user journey maps and navigation concepts that informed the platform's core experience strategy

UX RESEARCH PROJECTS

Library Interactive Kiosk Redesign

Spring 2024

Michigan State University | UX Research

- 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

Winter 2024

Michigan State University | UX Research & IA Design

- 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

MSU Official App Research

January 2024 – May 2024

Michigan State University | UX Designer

- Conducted 10+ user research sessions including usability tests and cognitive walkthroughs, identifying navigation issues and measuring task completion rates
- Analyzed qualitative and quantitative data from prototype testing, performing thematic analysis to translate user needs into improved information architecture

SKILLS

Research Methods: Moderated Usability Testing, Think-Aloud Protocol, Heuristic Evaluation, Competitive Analysis, User Interviews, Contextual Inquiry, Task Analysis, Cognitive Walkthroughs, Thematic Analysis, Affinity Mapping

Design & Prototyping: Figma, Miro, Adobe Creative Suite, Wireframing, Interaction Design, Information Architecture, User Journey Mapping, Persona Development, Accessibility (WCAG)

Technical: HTML5, CSS3, JavaScript, Python, Research Protocol Development, Technical Report Writing