

# ZUHA KHAN

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## WORK EXPERIENCE

### University of Nottingham

#### UX/UI Designer

09/2022 – Present

- Increased NPS of the Graduation journey from 47% to 83% by leveraging data driven insights to identify pain points and implement targeted enhancements.
- Successfully planned and led 3+ impactful UX workshops, both on-site and off-site, utilizing various methodologies to collect extensive behavioral data.
- Designed, tested, and delivered 15 new on-brand, clean and high-functioning digital components for web and mobile platforms for the University.
- Created a design system to incorporate design decisions for migration from Contensis CMS to Adobe Experience Manager.
- Within 4 months of employment, chosen to be part of the international delegation to Malaysia and appointed as the Design lead for revamping the UNM website's experience.

### Bridges For Enterprise

#### UI/UX Design Volunteer

02/2023 – Present

- Increased user retention rate from 47% MAU to 68% MAU by utilizing user research, information architecture, and iterative prototyping to create an intuitive and user-friendly interface of BfE's website.
- Designed and implemented a seamless onboarding journey and staff service platform for the migration of the entire workforce from Slack to Workplace.
- Facilitated the review and delivery of a mandatory UX/UI course for all BfE employees.
- Led the recruitment process for Junior UI/UX Design Volunteers, conducting in-depth interviews to assess candidates' skills, experience, and cultural fit.

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## PROJECTS

### Blood Bank

08/2020 – Present

*An android application capable of dynamically locating blood donors while maintaining the privacy of the donor and requester.*

- Designed an Android application with 15,000+ downloads on the PlayStore and assisted in over 1200+ blood donations across the Aligarh district, India.
- Surveyed and reviewed the blood donation status in India by performing observational studies of 18 apps on the play store to identify pain points.
- Accelerated design execution from 4 weeks to 2 weeks by integrating feedback mechanisms to create mockups and paper prototypes.
- Designed low-fidelity sketches and wireframes based on user personas and performed 2 stages of A/B testing.

### Coming Together

09/2021 – 12/2021

*Worked with a team of 5 to redesign the interface of the client's website using a user-centered approach.*

- Boosted the traffic on the website from 4% to 17% in 2 months by improving the user experience.
- Collaborated with photographers, Southern European migrants, Scotts, and web developers to evaluate design and interaction issues of the website.
- Improved the end-to-end experience of Coming Together by conducting usability reviews, identifying UX issues, and proposing design recommendations.
- Tested interaction strategies for navigation and user flows, designed wireframes, and organized content for the needs and goals of users to improve the digital experience.

## SKILLS

### Research

- User Interviews
- User Personas
- Usability tests
- A/B Testing
- Empathy Mapping
- Sitemaps
- Card Sorting
- Tree Mapping
- Competitor Analysis

### Design

- Information Architecture
- Sketching (Concept/Scenario)
- Wireframing
- Prototyping

### Software

- Figma
- HTML/CSS/JS
- Web Analytics (GA and Hotjar)
- Miro
- Project Management: Trello, Jira, Wrike

### Soft Skills

- Effective Communication Skills
- Attention to detail
- Problem-solving
- Teamwork

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## EDUCATION

### University of St Andrews

UK

MSc Computer Science (HCI)

Distinction, Deans List for Academic Excellence

### Aligarh Muslim University

India

BSc (Hons) Computer Applications

9.3/10 CGPA

### Creative Ferry

UX Bootcamp

### Internshala

UI/UX Design

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## AWARDS

- Awarded a fully-funded scholarship by Creative Ferry for the UI UX Bootcamp.
- Awarded Undergraduate Gold Medal for highest academic standing for 3 years amongst a cohort of 900 students in the Faculty of Science, AMU
- Winner of HackData 5.0 - 2021 organized by Shiv Nadar University, India amongst 76 teams
- LedBy Fellow (Indian Women Leadership Incubator) – 2021 Cohort