ZUHA KHAN

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WORK EXPERIENCE

University of Nottingham
UX/UI Designer   09/2022 – Present

- Utilized a data-led approach, conducted 3+ UX workshops on and offsite to collect data and analyze user behavior.
- Performed storyboarding, customer journey mapping, wireframing for end-to-end experiences of student recruitment such as Accommodation and Graduation
- Delivered on-brand, clean and high-functioning digital components for web and mobile platforms of the University of Nottingham.
- Created a design system to incorporate into 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 to propose the redesign of Malaysia campus's Research area of the website.

St Andrews Industrial Engagement Program (IEP), University of St Andrews
Chairperson   09/2021 – 05/2022

- Achieved the recruitment of 47 students within the first 3 months, 106% higher than last year.
- Planned and organized fortnightly meetings between prospective industrialists and the student body to discuss roles for jumpstarting students' careers.
- Delegated tasks to the committee's student interface and business interface.
- Marketed, influenced, and persuaded companies to provide short-term projects to the School of Computer Science students.

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.

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

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
- Photoshop
- HTML/CSS
- Web Analytics (GA and Hotjar)
- Java

Soft Skills

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

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