ZUHA KHAN

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WORK EXPERIENCE

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

- Increased NPS of the Graduation journey from 31% to 83% within 4 months 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 methodologies such as Design Thinking to collect extensive behavioral data.
- Designed, tested, and delivered 15 new on-brand, clean and high-functioning digital components such as navigation menus, forms and interactive modules for web and mobile in collaboration with Product Owners and Developers.
- Created a design system to incorporate design decisions for migration from Contensis CMS to Adobe Experience Manager.
- Recognized for outstanding contributions within 4 months of employment, selected to be part of the international delegation to Malaysia and appointed as the Design lead for revamping the UNM website's experience for a global audience.

Bridges For Enterprise
UI/UX Design Volunteer   02/2023 – Present

- Increased user retention rate from 47% MAU to 68% MAU by utilizing card sorting to create a new information architecture for 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.
- Orchestrated the delivery of a mandatory UX/UI course for all BfE employees to promote user centered design across the organization.
- Led the recruitment process for Junior UI/UX Design Volunteers, conducting in-depth interviews to assess candidates' skills, experience, and cultural fit.
- Crafted and presented a UX process to educate and align diverse teams, fostering a user-centric mindset and boosting UX maturity of BfE.

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 facilitating over 1200+ blood donations in 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 for optimization.

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.
- Performed usability testing with different user groups to evaluate design and interaction issues of the website.
- Improved the end-to-end experience of Coming Together by conducting accessibility 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
- Usability Testing
- A/B Testing
- Empathy Mapping
- Card Sorting
- Diary Studies
- Surveys and Questionnaires
- Accessibility Testing
- Workshops

Design

- User Personas
- Information Architecture
- Sketching (Concept/Scenario)
- Wireframing
- Prototyping
- Design Systems
- Interaction Design
- Storyboarding
- Affinity Diagramming

Software

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

Soft Skills

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

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

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