**ZUHA KHAN**+44 7488317264 | [z](mailto:zuha13k@gmail.com)uha13k@gmail.com | [LinkedIn](https://www.linkedin.com/in/zuha13k/) |Nottingham, NG7 6AT   
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**WORK EXPERIENCE**

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

* Utilized a data-led approach, conducted 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 to Adobe Experience Manager.

**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.

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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.

**St Andrews Renting System** 05/2022 – Present  
***Designed a renting platform for The University of St Andrews students to minimize waste and encourage recycling and reuse.***

* Collaborated with StAndReuse and undertook user research by conducting 20+ semi-structured interviews of students to identify pain points regarding waste management.
* Created storyboards and personas and synthesized user insights into feasible design decisions.
* Crafted, refined, and tested 3 wireframes and low-fidelity prototypes for onboarding, registration, home, and checkout.

**EDUCATION**

**University of St Andrews UK**MSc Computer Science (HCI) 2021/22 Distinction, Deans List for Academic Excellence 2021/22

**Aligarh Muslim University India**BSc (Hons) Computer Applications 2018/21 9.3/10 CGPA

**Creative Ferry   
UX Bootcamp**

**Internshala   
UI/UX Design**   
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**SKILLS**

**Research**

* User Interviews
* User Personas
* Usability tests
* A/B Testing
* Empathy Mapping
* Google Analytics and Hotjar
* Sitemaps
* Card Sorting
* Tree Mapping
* Competitor Analysis

**Design**

* Design Thinking
* Information Architecture
* Sketching (Concept/Scenario)
* Wireframing
* Prototyping

**Software**

* Figma
* Photoshop
* HTML/CSS
* Web Analytics (Firebase)
* Java

**Soft Skills**

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

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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