

Aiza Hasib

UX Design Researcher with a background in Computer Science and strengths in Qualitative Research and UX Strategy who enjoys learning new things and working cross-collaboratively to deliver actionable research, influence product strategy and create ethical product outcomes that empower people.

Experience

UX Design Researcher - Root - Aug 2021 - Jan 2022

- Identified, designed and led foundational, evaluative and generative mixed methods research projects in support of onboarding, growth, and app experience road maps.
- Built deep partnerships with stakeholders across Product and Product Design, facilitated brainstorm sessions with stakeholders and effectively influenced their roadmaps through research.
- Applied a broad research toolkit including; in-depth interviews, call centre analysis, moderated and unmoderated usability testing, a/b testing, concept testing, surveys, wireframing, competitive analysis and internal audits.

UX Design Researcher - Microsoft X Purdue - Aug 2020 - Dec 2020

- Led research plan to design for in-home health care incubator; conducted 10 user interviews, competitive analysis, 20+ concept, usability and A/B tests to iteratively wireframe and prototype with design partners and product stakeholders.
- Created product demo and presented pitch to executives.

UX Research Intern - Happs News - May 2020 - Aug 2020

- Conducted 3 surveys and 5 user interviews to evaluate market value propositions, influencing product launch strategy.
- Conducted 6 app usability tests resulting in 2 product updates and 1 new feature discovery.

Lead Project Owner - Purdue Design Studio - Aug 2020 - May 2021

Managed 14 corporate collaboration UX Design and Research projects in a 120 students class; attended weekly standups to provide feedback to teams, reviewed documentation and presentations, conducted leadership workshops and resolved team conflicts.

UX Research Lead - Indiana Farmers X Purdue - Aug 2019 - Dec 2019

Identified service gaps and provided product recommendations; designed and distributed survey to 200 respondents, conducted 10 interviews, created user personas and experience maps for customer lifecycle. Mentored junior team members.

California, United States

aizahasib@gmail.com

+1 765 398 6903

[linkedin.com/in/aizahasib](https://www.linkedin.com/in/aizahasib)

<https://www.aizahasib.com/work>

Education

Purdue University -

Master in Computer Graphics Technology; Concentration in User Experience Design

Aug 2019 - May 2021

CGPA: 3.92/4

LUMS University - Bachelors in Computer Science; Minor in Psychology

Aug 2015 - May 2019

CGPA: 3.53/4. Dean's List (2016, 2017). Vice President Production of Media Arts Society (300+ members)

Skills

Qualitative Interviews, Developing Research Plans and Strategy, Usability, Concept and A/B Testing, Wireframing, Data Analysis, Survey Design, Literature Reviews, Cross-team Collaboration and Communication, Leading Stakeholder Meetings, Report Writing and Presentation, Python (B), MySQL (B), Unity (B)

Tools

Figma, Miro, Dovetail, UserZoom, UserTesting, Adobe Premiere Pro

Awards

Google Women Techmaker Scholar'20, Tapia'20 Scholar, AnitaB GHC'18 Scholar