

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 - Cisco

March 2022 - Present (Contract)

- Leading research plan and execution for early access release of new product and iteratively conducting foundational and evaluative research across all product features
- Partnering across organization to manage research operations, identify research tools and compliance procedures and establish recruiting pipelines
- Working cross-collaboratively with Product and Design to establish a continuous discovery practice and educate stakeholders on research practices to empower them.

UX Design Researcher - Root

August 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.

Lead Project Owner - Purdue UX 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.

Global Program Lead - Pakistani Women in Computing

Sept 2018 - Dec 2020

Built ambassadors program from ground up increasing outreach to 1000+ students and scholarship recipients in community by 50%.

California, United States

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

www.aizahasib.com

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 & Methods

Qualitative Interviews, Developing Research Plans and Strategy, Usability, Concept and A/B Testing, Wireframing, Surveys, Literature Reviews, Cross-team Collaboration and Communication, Leading Stakeholder Meetings and Presentations, Python (B), MySQL (B), Unity (B)

Tools

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

Awards

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