

OSSAMA ALI – PRODUCT DESIGNER

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EXPERIENCE

OCT 2018 – PRESENT

UX RESEARCHER / UARC

At UARC, a consulting firm, my role was as the UX Researcher. I helped clients improve their user experience for their digital products through usability testing sessions and heuristic evaluation of their content structure. I was a part of a multi-disciplinary team of designers and developers, collaborating with stakeholders to work towards a fluid UX design for client products through design reviews and usability test debriefings.

MAR 2018 – DEC 2019

DESIGN INTERN / DIGITALX

At DigitalX my role was as the Design intern. I led multiple projects ranging from card sorting information architecture for university websites, to doing complete accessibility evaluations for web content to insure inclusive and usable design for students and faculty.

MAR 2018 – MAY 2018

PRODUCT DESIGNER / THEMODERNBARBERCO

A website design project, where my primary role was as the Product designer for a local barbershop in Detroit. I designed, developed and launched themodernbarberchair.com appointment booking site. Design process from start to finish: research, user surveys, persona development, wireframes, mockups, user testing, prototype, development. The barbershop had an increase in weekly bookings by 30% with the implementation of a website that allowed customers to book appointments online.

EDUCATION

MAY 2020

(BA) EXPERIENCE ARCHITECTURE, MICHIGAN STATE UNIVERISTY

SKILLS AND TOOLS

- Sketch, Figma, Axure RP, Balsamiq
- Lo/Hi-Wireframing, Prototyping, Mockups
- Design Systems, Style Guides, Brand Guides
- UI Design, UX Design, Product Design
- Surveys, Persona Development
- Qualitative/Quantitative Research
- UX Research, Usability Testing, Agile
- HTML, CSS, Javascript
- Responsive and Adaptive Design
- WCAG 2.1 Guidelines, W3C, Accessibility
- Site Maps, User Flows, Storyboards
- Storytelling, Journey maps

