

Hafsah Qazi

UI/UX Designer & Researcher

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WORK EXPERIENCE

VALTECH — Digital Strategist & UX Architect

APR 2021 — PRESENT

- Work with well recognized healthcare clients such as Penn Medicine, Johns Hopkins Medicine & CHRISTUS Health to recommend web and content strategies, and design large scale website redesigns.
- Conduct stakeholder interviews, collaborate with project managers, developers, designers, and QA specialists to design and build the client site.
- Gather and document requirements, create wireframes, functional and technical requirements, taxonomy structures, detailed annotations, sitemaps, competitive analysis, strategy roadmaps and briefs, and usability tests.
- Manage multiple high level projects with tight deadlines in a fast-paced work environment.

MUSALLEEN INC. — UX Designer & Researcher

AUG 2018 - MAR 2021

eManzimyoor—Matchmaking App

- Conduct user research through qualitative & quantitative methods such as user surveys, user interviews, usability testing, card sorting, and translate the research insights into product ideas and implementable solutions.
- Design & deliver low & high fidelity wireframes, mockups, and prototypes using tools such as Sketch and Invision.
- Present design ideas to team of developers, stakeholders, and business owners that take into account technical & business requirements, as well as user needs.

Musalleen Website Builder—Responsive Website Builder for Non-Profits

- Lead the research and design of a responsive website builder for the use of non-profit organizations globally.
- Researched best practices, competitor products, and user needs in order to design a responsive website builder that meets customer needs & allows them to easily build a website in a user friendly manner.
- Create sketches to generate early stage product ideas, low fidelity wireframes, and mockups.

EDUCATION

GEORGIA STATE UNIVERSITY

BBA in Computer Information Systems, Concentration in App Development & Data Analytics
GPA: 3.61

SKILLS

Research

Double Diamond UX Method • Primary & Secondary Research • Competitor Analysis • SWOT Analysis • User Surveys • User Interviews • User Personas • User Journey • User Flows • Jobs to be done • Affinity Diagrams • Heuristic Evaluation • Design Brief • Storyboarding • Wireframes • Usability Testing • User Flows • Information Architecture • Card Sorting • High-fi & Low-fi Prototyping

Design

Sketches • Illustrations • Wireframes • Mockups • Prototypes • Material Design System

Programming

Java • R • HTML • CSS

Personal Skills

Verbal Communication • Written Communication • Analytical • Problem Solving • Logical Thinking • Time Management • Multi-tasking • Passionate • Empathetic

TOOLS

Sketch • InVision • Figma • Balsamiq • Lucidchart • Miro