

Hafsah Qazi

UX Designer & Researcher

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WORK EXPERIENCE

MUSALLEEN INC. — UX DESIGNER & RESEARCHER

AUG 2018 - PRESENT

Collaborated with a cross-functional remote team across vastly different time zones as the sole UX Designer in charge of the research and design of two different products—eManzimyoor, a matchmaking app for muslim singles, and Musalleen Website Builder, a responsive and easy-to-use website builder that allows non-profits to custom build a website for their services.

eManzimyoor—Matchmaking App

- Provide design direction to team of developers by providing high fidelity mockups & design decisions backed by user research, data, & best UX practices.
- 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 & sell 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

- As the sole UX Designer, I 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.
- Brainstorm unique & innovative solutions to complex UX problems, and iterate through designs based on user feedback.

FULTON COUNTY GOVT — DATA ANALYTICS INTERN

FEB 2018 - MAY 2019

- Utilize R and SQL in order to create scripts that update the Fulton County Performance Website, and develop data visualizations and dashboards using Socrata's Open Performance platform and Tableau
- Collaborate with and complete analytics projects for different departments such as IT and HR, and offices such as the Fulton County Medical Examiner's Office.
- Responsible for interpreting data, manipulating large datasets using SQL and Excel formulas, graphs, and charts, formulating and delivering reports, creating surveys, updating databases, and providing assistance to upper management.
- Attend meetings with members of the Board of Commissioners, Chief Operating Officer, and Chief Financial Officer to deliver updates on tasks and performance KPI's.

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