ZUHA KHAN

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WORK EXPERIENCE

University of Nottingham
UX/UI Designer (Digital and Marketing)   09/2022 – Present

- Conducted comprehensive user research, including user interviews, surveys, persona development, journey mapping, and usability testing, to gather insights into student and faculty needs for the creation of user-centered solutions within the university's digital ecosystem for mainly web and app.
- Proficient in Agile methodologies, leading design sprints to rapidly prototype and validate ideas, fostering collaboration across cross-functional teams including researchers, product managers, developers, and analysts.
- Leveraged insights from Google Analytics and Adobe Analytics to analyze user behavior, identify trends, and inform design decisions in key student recruitment areas.
- Incorporated A/B testing and user segmentation strategies to validate hypotheses and measure the impact of design changes on key performance metrics including conversation rates and time on tasks on the UoN UK homepage.
- Developed wireframes and interactive prototypes using industry-standard tools such as Sketch, Figma and Miro.
- Established an empathy lab to foster inclusive design practices, ensuring accessibility across university's digital platforms including mobile and web.
- Presented to senior management, advocating for UX maturity, and illustrating the strategic impact of user experience on business objectives through data-driven insights.

Bridges For Enterprise
UX Designer   02/2023 – Present

- Established a unified design system, including brand guidelines, component libraries, and UI patterns to streamline the design process and maintain brand integrity.
- Orchestrated extensive user testing initiatives across the BfE website, leveraging insights to refine navigation, enhance usability, and optimize user engagement strategies, resulting in a more intuitive and impactful online experience.
- Spearheaded a culture of knowledge sharing within BfE, hosting regular workshops and training sessions to disseminate UX best practices, empower team members with valuable insights, and foster a collaborative environment dedicated to continuous improvement.
- Employed tree testing methodologies to assess and refine the information architecture of the BfE website, enhancing navigation pathways and content organization to ensure seamless user interaction and streamline access to critical resources and information.
- Collaborated closely with stakeholders to define project requirements, identify constraints, and develop innovative solutions that meet user needs and business objectives.

PROJECTS

UoN Online   06/2023 – Present

A user-centric e-commerce platform revolutionizing access to University of Nottingham's courses through inclusive design

- Worked closely with UX researchers for a deeper understanding of user needs and preferences, informing the design process and guiding the creation of user-centered solutions while ensuring alignment with business goals.
- Created wireframes, mockups, and prototypes to visualize and iterate on design concepts, incorporating best practices in e-commerce design.
- Designed the UI for the UoN Online e-commerce platform, ensuring a seamless and intuitive browsing and purchasing experience for users.
- Conducted thorough accessibility testing of the UoN Online platform to ensure compliance with accessibility standards and guidelines, including WCAG.

SKILLS

Research

- User Interviews
- Usability Testing
- A/B Testing
- Empathy Mapping
- Card Sorting
- Diary Studies
- Surveys and Questionnaires
- Accessibility Testing
- Workshops
- Affinity Diagramming

Design

- User Personas
- Information Architecture
- Sketching (Concept/Scenario)
- Wireframing
- Prototyping
- Design Systems
- Interaction Design
- Storyboarding
- WCAG
- User Interface Design

Software

- Figma, Sketch
- HTML/CSS/JS
- Web Analytics (GA, Adobe Analytics, and Hotjar)
- Miro, OptimalWorkshop
- Project Management: Trello, Jira, Wrike
- Agile (Scrum, Kanban)

EDUCATION

University of St Andrews   **UK**
MSc Computer Science (HCI)
Distinction, Deans List for Academic Excellence

Aligarh Muslim University   **India**
BSc (Hons) Computer Applications
9.3/10 CGPA

ACHIEVEMENTS

- Awarded Undergraduate Gold Medal for highest academic standing for 3 years amongst a cohort of 900 students in the Faculty of Science, AMU
- Winner of HackData 5.0 - 2021 organized by Shiv Nadar University, India amongst 76 teams
- LedBy Fellow (Indian Women Leadership Incubator) – 2021 Cohort