

Zainab Hassani

UX RESEARCHER

I am a detail-oriented UX researcher with training in qualitative and quantitative research. I have an insatiable need to learn, and a desire to help those around me through teamwork. I love conducting research and coming up with creative design ideas, and I'm excited about entering the field of user experience.

EDUCATION

INDIANA UNIVERSITY, BLOOMINGTON — *M.S. HUMAN-COMPUTER INTERACTION/DESIGN*

August 2023 – May 2025

Classes: Human-computer interaction, experience design, HCI research methods

UNIVERSITY OF CALIFORNIA, LOS ANGELES — *USER EXPERIENCE CERTIFICATE*

January 2021 – August 2022

NORTHERN MICHIGAN UNIVERSITY — *M.S. PSYCHOLOGY*

August 2015 – May 2019

PURDUE UNIVERSITY CALUMET — *B.A. PSYCHOLOGY*

August 2010 – June 2014

WORK EXPERIENCE

GRADUATE RESEARCH ASSISTANT — INDIANA UNIVERSITY BLOOMINGTON

November 2023 – Present

- Investigated possibility of using deductive coding methods for research project
- Reviewed articles pertaining to people's attitudes towards A. I. (artificial intelligence)
- Coded qualitative survey data relating to participant attitudes towards A.I.
- Identified survey result themes through data analysis
- Collaborated with primary investigator to create coding methodology for research project

CLASS PROJECTS

ACCESS DEVELOPMENT — UX RESEARCHER and DESIGNER

- Reviewed past user interviews to understand user frustrations
- Developed questions for usability testing
- Conducted usability tests to understand how users navigate the Access Development website
- Created user journey maps of current user journey based on usability test insights

EYE CARE CONNECT — UX DESIGNER AND RESEARCHER

- Investigated rural eye care issues through desk research
- Conducted user interviews to learn about frustrations faced by individuals seeking eye care
- Collaborated with teammates to create potential eye care solutions
- Developed sketches and prototypes for potential solutions

CONTACT

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SKILLS

- User Interviews
- Experience Mapping
- Persona Creation
- Wireframing
- Competitive Analysis
- Heuristic Analysis
- Content Auditing
- Usability Testing
- Affinity Mapping
- Wireframing
- Prototyping
- Data Analysis
- Card Sorting
- Business Storytelling

TOOLS

- Adobe XD
- Figma
- Balsamiq
- Miro and Mural
- Balsamiq
- Nvivo
- MAXQDA
- Google Analytics