Zainab Hassani

UX Designer

I am a diligent UX researcher with training in qualitative and quantitative research and design. 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 design.

EDUCATION

INDIANA UNIVERSITY, BLOOMINGTON — *M.S. HUMAN-COMPUTER INTERACTION/DESIGN*
August 2023 – May 2025
Classes: Human-computer interaction, experience design, HCI research methods, visual design, prototyping, Python

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 the research project

CLASS PROJECTS

Social Solutions for People with Dementia — UX RESEARCHER and DESIGNER
- Conducted competitive analysis of existing products for helping individuals with dementia
- Developed and conducted co-design workshop to gain insight into the lived experiences of people with dementia
- Crafted a potential system for helping people with dementia become more socially connected to their peers

Posture-Late — UX DESIGNER
- Explored different potential designs for a posture-detecting device
- Developed and printed 3D models of prototype using Fusion 360
- Collaborated with peers to build the electronic components of device
- Evaluated functionality through user testing

CONTACT

(219) 798-2059
zhassani@iu.edu
zhassani.com

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

- Figma
- Miro and Mural
- Balsamiq
- Nvivo
- MAXQDA
- Google Analytics
- Photoshop
- Fusion 360
- Python