

# Rukhsar Shaikh

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## Education

**University of California Irvine - 3.85 GPA**

**September 2020 - March 2024**

- **Bachelor of Science, Informatics** with specialization in **Human Computer Interaction**
- Relevant Courses: Human Computer Interaction, User Interaction Software, Requirements Engineering, Project Management, Software Design, Java Programming, Python Programming

## Skills

- **Design:** Wireframing, Prototyping, Personas, Storyboarding, Task Flows, User Journeys, Scenarios
- **Research Methods:** Interviews, Surveys, Usability Testing, A/B Testing, Competitive Analysis
- **Design Software:** Figma, Sketch, Invision, Microsoft Office Suite, Adobe Suite, Shopify, Wix, Wordpress
- **Development/Programming:** HTML/CSS, JavaScript, Java, Python, Angular, BootStrap

## Professional Experience

**Curiosity Cottage Preschool - UX Designer**

**March 2024 - Present**

- Performing user and market research to inform designs for multi-website projects, focusing on meeting the needs of parents and faculty members.
- Working in Figma to create personas, user journeys, wireframes, and website mockups.
- Communicating with developers and marketing team to translate and iterate design concepts and ensure successful delivery of finished website products.

**Nimbus Fragrance - UX Designer**

**November 2023 - January 2024**

- Conducted user research and competitive analysis to identify areas of improvement and incorporated findings into redesign of the e-commerce website.
- Developed and designed wireframes and mockups in Figma and conducted user testing to evaluate redesign.
- Collaborated closely with the client and different stakeholders to finalize design strategy and implementation.

## Projects

**Laguna Ocean Foundation Mobile Web App - Senior Capstone Project**

**Fall 2023 - Winter 2024**

- Led UX design efforts for a mobile web application aimed at educating and engaging visitors about the conservation of Laguna Beach.
- Held biweekly meetings with stakeholders to gather requirements, define user personas, draft wireframes, and create Figma mockups for development.
- Conducted interviews with beach volunteers to gather insights about conservation efforts and feature prioritization.

**ZotDiet Mobile App Design & Research Project - INF 132 Project in HCI**

**Spring 2022**

- Designed a mobile prototype in Figma aimed at providing dietary guidance for dietarily-restricted students at UCI.
- Administered one-on-one interviews and utilized various research-analysis methods to interpret data.
- Utilized wireframing, prototyping, and usability testing to ideate and iterate on a design solution.
- Delegated tasks to team members and set deadlines for tasks to be completed.