

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

LePal.ai - UX Design Intern

August 2024 - Present

- Leading user research initiatives, including interviews, surveys, and usability testing for an AI mental health companion app to identify pain points and areas for improvement.
- Developing user personas and journey maps to understand user needs, behaviors, and motivations.
- Iterating on existing features and conceptualizing new features through Figma wireframing and prototyping to enhance mental health support.

Curiosity Cottage - UX Designer (Part-Time)

March 2024 - Present

- Performing user and market research to inform designs for e-commerce and preschool websites, ensuring alignment with customer needs, parental expectations, and business goals.
- 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 (Freelance)

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.