

---

## EDUCATION

<b>New York University School of Engineering</b> Bachelor of Science in Integrated Digital Media • Dean's List Recipient and Honor Roll : Fall 2012, Spring 2013	New York, NY Expected Graduation: May 2016 GPA: 3.20
--	--

---

## WORK EXPERIENCE

<b>Assistive Technology</b> <i>UX Client Project</i> • Using the UX Design process, we created a physical prototype of a cell-phone holder for our client who suffered from a hand disability and designed a custom piece to make her cell-phone usage much easier	Brooklyn, NY Oct. 2015-Dec.2015
--	------------------------------------

<b>Gotham Space Agency</b> <i>UX Client Project</i> • Created the entire online Gotham Space Agency User Experience for their pre-launch site • Worked closely with our client to bring their story and vision to life through the teams design and wireframes • Six week collaboration included brainstorming, competitive analysis, user personas, HI-FI interactive wire framing, usability testing, data analysis, design iterations, etc.	Brooklyn, NY Sept. 2015-Nov.2015
--	-------------------------------------

<b>Instagram App Feature</b> <i>UX Project</i> • Designed a new feature of Instagram to help diversify its revenue stream by allowing users to customize and purchase physical versions of their photos • Designed the flow, checkout, delivery and overall user experience of the new feature to make it seamless • Created a HI-FI interactive prototype using Axure	Brooklyn, NY May 2015 – July 2015
--	--------------------------------------

<b>AT&amp;T/DIRECTV</b> <i>User Experience Researcher Intern</i> • Provided recommendations and insights based off intensive research for improving and enhancing the DTVE mobile experience for current customers • Research was based off of evaluating key features of top industry leaders in the mobile space such as: bill payment, shopping cart, checkout flows, account settings, etc. • Analyzed and annotated user-testing videos and gathered data to pass to the UI/UX team for design iterations • Ran a series of competitive analysis on DTV's current competitors in the mobile industry • Awarded first place in intern presentations, judged by the CMO and his team	New York, NY June 2015 - August 2015
---	---

<b>DIRECTV</b> <i>Digital Media Marketing Intern</i> • Ran a full analysis on DIRECTV and the United State's largest TV providers to create a competitive analysis findings report to present to our Chief Marketing Officer and his team • Analyzed how competitors work in the digital space. Key findings include: Marketing tactics, display ads, online messaging, SEM, current vendors, different buy flows, how each utilized social media for online acquisition and how each company handled customer experience • Presented new and innovative ideas and practices to the Online Acquisition team to better enhance customer experience and create more online conversions after completing analysis.	New York, NY June 2014 – August 2014
---	---

---

## CLUBS

- Women in Search of Excellence ■ Society of Women Engineer ■ Society of Hispanic Professional Engineers

---

## SKILLS

- SPECIALTIES: Competitive Analysis, User Research, Wire-framing, User-testing, Usability Testing, Prototyping, Digital Marketing, Customer Experience, Online Acquisition
- PROTOTYPING SOFTWARE: Axure RP
- WEB FRAMEWORKES: Foundation & Bootstrap
- COMPUTER LANGUAGES: Processing, HTML, CSS, Javascript
- LANGUAGES: Fluent in English and Arabic