

# SANA JAVEED

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Portfolio Website : <https://www.sana-javeed-portfolio.com/>

## PROFILE

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3 years of experience as a UX Specialist and Full-stack software developer. Expertise in facilitating formative usability workshops across countries and co-design workshops resulting in creating accessible and inclusive designs. Proficiency in research methodologies and design. Certified Scrum Master to refine the process of creating digital solutions using Agile methodologies.

## EDUCATION

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**Masters of Information, User Experience Design** 2022 (December)  
*University of Toronto*

**Bachelor of Engineering, Computer Science** 2010  
*Visveswaraya Technological University, India*

**Professional Scrum Master Certified** 2019  
*Scrum.org*

## SKILLS

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### Design

WCAG Accessibility. Contextual Inquiry. Usability Testing. User Interviews. Ideation. Wireframing. Card Sorting. Tree Testing. Design Thinking. Heuristic Evaluation, Prototyping. Storyboarding. Agile implementation. Affinity Mapping, Information Architecture. Inclusive designs. Experience Maps. Customer Journey maps. Service Design

### Technical

Balsamiq. Sketch. Figma. Miro. Mural. Java. JavaScript. HTML5. MS Visio. Scrum Certified (PSM-I)

## WORK EXPERIENCE

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**UX Specialist**, University of Guelph, Canada

*Summer (May'21 - August'21)*

**Project-** Linked Infrastructure for Networked Cultural Scholarship (LINCS)

- Ramped up on new learnings on **Linked Open Data**
- Created a **Research Plan** to enable planning and scheduling with the team.
- **Facilitated** and **moderated 13** developer interviews to understand individual workflows and use cases of the tools designed
- Conducted **analysis** of insights and **presented** these insights to stakeholders.
- Created **personas** based on the user interviews conducted with Canadian Researchers (users).
- Created **User Flow diagrams** and co- iterated via the team towards creating an **experience map** i.e. LINCS Tube map representing the use cases and scenarios.
- Documented the **UX Translation** best practices for the LINCS Access Interface's bilingual support (i.e. French and English).
- Published a **blog** - '*Using the User-centric approach in problem-solving*' on the project's website.

**Project-** SAP Manufacturing Integration and Intelligence ( SAP MII)

### User Interface Designer

- **Designed** and **developed** a **customizable dashboard** (Self-Service Composition Environment) for managing real-time reports (KPI) in shop floor systems of manufacturing industries serving customers like Valero, John Deere, Nestle, Emb-papst.
- **Managed** and **collaborated** designs across three development teams.
- Adopted **Design Thinking** approach to improve customer satisfaction and ensure successful outcome of the deliverables.
- Developed **Interactive prototypes** to visually articulate customer requirements across teams.
- Collaborated **design reviews** on designs with users and stakeholders.
- Led a **Global Client Usability Testing** across USA, Canada, Germany and India in order to identify issues that led to a 60% increase in efficiency and efficacy.
- **Conducted workshops** to showcase new features of the product in various forums to market to potential clients.

### Full-stack developer

- Documented and **resolved** customer issues identified post development release.
- Implemented **agile methodology** in high quality coding, documenting, creating test cases, unit testing and security checks before integration resulting in a usable software.
- Integrated the real time **ERP data (Enterprise Resource Planning)** to the data points of the manufacturing shop floor plant.
- Recognized for **contributing 2 ideas** that brought business value (*recognized as **applicable for patent***).
- **Documented** a help guide of the product features to be accessible to the clients.
- Was involved in **problem solving** on concerns and issues amongst the team as the Employee Forum representative

## SELECTED PROJECTS

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### Re-design Mount Pleasant Village BIA Website (2022)

A non-profit organization (class project) that caters to local businesses and community through their informational website. My role in the team - conducting primary research, planning, prototyping and usability testing that resulted in creating current and proposed experience maps that illustrated the pain points of users, various potential touchpoints and opportunities that the organization can provide in working on the recommendations provided as re-designs to the website mobile view.

### TELUS Healthcare LifeJourney Service Design(2022)

Visual storytelling through ethnomethodology aka video making of customer journey pivotal moments of current and proposed experience of patients through Telus EAP service as a result of co-design workshops facilitated and prototyping. This helped in understanding the use cases for integrating the in-person vs virtual clinic visits to throw light on the service design aspects of backstage and frontstage roles and processes involved and their impact.

### LINCS for Canadian Researchers (Summer intern co-op 2021)

My role as a UX specialist - understanding the functionality and purpose of the interfaces and tools for Canadian researchers who use linked open data to visualize and analyze their research datasets. This also involved conducting interviews, workflow diagram creation, experience mapping similar to railway tube maps.

### **Sustainable app in avoiding wastage of food (2021) Business Case challenge Finalists**

A mobile app that allows users to purchase unexpired non-perishable food products that have crossed the 'Sell By' dates to deliver to food banks near them. This helps both food banks, grocery stores and people to work effectively and make a small but impactful difference. My role as a UX researcher and designer – in conducting secondary research, pitch through storytelling, prototyping and visual design.