

MEMUNA TARIQ

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EDUCATION

Master of Science in Information: User Experience Research and Design

Expected May 2025

University of Michigan

Ann Arbor, MI

- CGPA: **3.92/4.00**
- Relevant Coursework: Needs Assessment and Usability Evaluation, Graphic Design, Software Design Principles for Learning, Web Design: Responsiveness and Accessibility, Interaction Design Studio, Designing Consumer Health Technologies, Fundamentals of Human Behavior, Contextual Inquiry and Consulting Foundations

Bachelor of Science in Computer Science, Minor in Psychology

June 2023

Lahore University of Management Sciences (LUMS)

Lahore, Pakistan

- CGPA: **3.73/4.00**
- Graduated with **Distinction**, placed on **Dean's Honor List** for years ending 2021-2023
- Relevant Coursework: Topics in Design and Human Computer Interaction, Internet Governance and Tech Policy, Network Centric Computing, Software Engineering, Consumer Psychology, Cognition, Data Science

TECHNICAL SKILLS

Applications: Adobe Photoshop, Adobe Illustrator, Figma, Canva, Framer, Webflow, Notion, Miro, Draw.io, MAXQDA

Programming Languages: Python, Django, C/C++, SQL, Javascript, HTML/CSS, Haskell

Tools: Git, Jupyter Notebook, Axe DevTools, Wave, Trello, Jira

EXPERIENCE

UX Research and Design Intern

May 2024 – Present

LearningClues

Ann Arbor, MI

- Collaborated with a cross-functional team of engineers, content strategists, and product managers to design and enhance the user experience of an AI-powered learning technology interface
- Led an **in-depth competitive analysis** of three market competitors including Google Gemini Suite, Quizlet, and Khanmigo, identifying popular features and potential gaps, resulting in strategic enhancements for LearningClues
- Designed UI mockups following **Material Design 3** guidelines on Figma for a new suite of *Adaptive Learning* features which were demoed at **InstructureCon 2024** and resulted in a **partnership with Canvas**
- Conducted **15 usability tests** with U-M students and instructors refining system design for pilot deployment in **10 U-M courses** in Fall 2024

Graduate Student Instructor - Introduction to Applied Data Science

Jan 2024 – May 2024

University of Michigan

Ann Arbor, MI

- Developed **10 grading rubrics** for weekly coding and data ethics assignments, and critically evaluated submissions for a class of **82 students** to enhance student understanding of responsible data use
- Mentored **20 data science projects**, guiding students on leveraging OpenAI APIs to build meaningful AI-driven solutions, with considerations for bias, usability, and ethical deployment
- Delivered a **guest lecture** on biases in data visualizations, equipping students with skills to identify and mitigate bias in visual storytelling and promoting ethical data communication

PROJECTS

GroupDo | A Collaborative Digital Task Tracker for Managing Shared Living Chores

Aug 2023 – Dec 2023

- Assessed user needs by conducting **two in-depth semi-structured interviews** with graduate students to understand how they manage shared living chores with their roommates
- Analyzed interview data using **thematic analysis** to extract key design insights and map out **user personas**
- Transformed insights from interviews and personas into **scenarios, user flows** and **wireframes** using **Figma**
- Produced a **high-fidelity prototype** following **Nielsen's Usability Heuristics** and feedback from **two usability tests**

Dost | A Gamified Mobile App for underprivileged children to develop Computational Thinking

Jan 2023 – Aug 2023

- Identified children's learning needs by conducting **15 semi-structured interviews** with **nine children and six teachers** from low-cost schools in Lahore, Pakistan
- Analyzed interview transcripts using **axial coding** and **thematic analysis** to extract key design insights
- Designed a gamified mobile app on **Figma** to help children create rules for physical play using CT concepts
- Evaluated the app using **Wizard of Oz** testing and piloted it with children at **three** low-cost schools in Pakistan