

# Huda Adam

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## EDUCATION

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### Prime Digital Academy

*User Experience Design certification (12 week program)*

**Graduation June, 2022**

*St Paul, MN*

### University of Minnesota

*Bachelor of Science, Major in Biology and Research*

**Graduation December, 2018**

*Minneapolis, MN*

## SKILLS & Tools

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- **Skills:** qualitative & quantitative research; Accessibility audit; Journey mapping; Personas, sitemaps, user flow, wireframes, UI low/high fidelity prototypes, user interview, design review, UX consultation; Product development, design strategists; informational architecture; usability testing, typography, Directed storytelling, digital marketing; content copywriting.
- **Tools:** Figma, Microsoft, Adobe, CMS; Keynote; Trello, Otter, Miro, Jira, Webflow, Squarespace; Google

## WORK EXPERIENCE

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### Beautiful light studio

*UX strategist (iOS mobile app)*

**August 2022- Now**

*Minneapolis, MN*

- Define and mockup interactions and animations with the User Interface
- Create UX design documentation communicating critical flows and interface
- Actively participate in an agile design process, including contributing to story creation, daily standups
- Communicate design ideas and prototypes to developers.

### Bidayah (Nonprofit organization)

*Digital Marketing | Content Specialist*

**October 2021- Now**

*Minneapolis, MN*

- High-quality photography, videography, and graphic design creation for in-progress and completed current projects.
- Develop, update, and refresh all marketing content – brochures, web, project profiles, Sways, video project profiles, and others Identifies content solutions to business problems by using research, conceptualization, content, visual design, information architecture, and interaction.
- Deliver intuitive, engaging, and elegant experiences that achieve measurable results.

### Lead Pages

*Product Design Intern*

**June 2022- August 2022**

*Minneapolis, MN*

- Contributed to the land page template by presenting UI designs components to improve the costumers experience
- Interviewed customers to help identify and validate solutions for their website domain
- Collaborate closely with engineering teams, product managers, and other cross-functional team members to build features to enhance costumer experience with AI copy

### Digital Flyer

*UX generalist student (website project)*

**April 2022 (3 week project)**

*St Paul, MN*

- Analyzes user experience data and provides recommendations to the stockholder to address business needs
- Collaborates and pairs with other product team members to design solutions
- Conducted cognitive walkthrough and heuristic analysis to understand where the website needs improvement
- Designed an easy layout for the landing page with dropdowns of category and search bar

**Oppo (Table app)****May 2022 (3 weeks project)***UX researcher student**St Paul, MN*

- Lead the design and execution of qualitative and quantitative research studies of varying scale, scope design system
- Recruit research participants based on audience profiles/personas
- Created a playful friendly app with appropriate questions and approved by professionals
- Installed gamification aspect on the app to engage children while doing intake questions

**Children's Hospitals & Clinics of MN****Dec 2019- April 2022***Health unit coordinator**Minneapolis, MN*

- Collected data accurately and completely as directed by nurses and reports through in a timely manner.
- Performed filings, mail and email distributions, copies, scanning and faxing functions per unit protocol.
- Demonstrated effective communication skills which relay clear, timely and accurate information.
- Utilized critical thinking skills to successfully demonstrate the ability to prioritize and complete unit work quickly as the needs of the unit, patients, and staff change

**University of Minnesota (Parker's lab)****Sep 2018- August 2019***Research associate**Minneapolis, MN*

- Performed literature searches and reviews of published literature on developing biosensors for phosphorylation signaling and designing a dye labeling protocol
- Conducted data analyses, interprets data, draws conclusions, and discusses with principal investigator.
- Participated in meetings and presents research findings to fellow researchers and Principal Investigator.

**East African Housing Services****June 2014 to July 2018***Housing Project Manager**Minneapolis, MN*

- Developed a working knowledge of homeless issues, government housing terminology, client advocacy, community resources, experience with documentation, and independent living development
- Assisted in case assessment, goal plan setting, and connection to appropriate services
- Encouraged the clients in developing skills, such as budgeting, housekeeping, time management, organizing, and prioritizing

**VOLUNTEER EXPERIENCE**

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**Masonic children's Hospital****August 2022- December 2022**

- Provide a break for parents or primary caregivers, assist them to be in a good mental health to support their children
- Support playroom and provide playful activities to patients and their siblings
- Comfort patients by reading stories, doing craft projects, playing games and/or watching videos