

Sana Jafri

User Experience Designer

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Experience

UX Designer, Advanced Development | Mitsubishi Electric

JULY'21 - PRESENT | NORTHVILLE, MICHIGAN

- Currently leading the vision and UX Design for the Advanced Development team's digital cockpit projects.
- Strategize with stakeholders and a global cross-functional team to align on business priorities. Collaborate with B2B partners to bring in latest technology to the in-cabin experience.
- Conceptualized and designed demo vehicles, to showcase next-gen HMI systems at CES'22, securing multi-million dollar Infotainment contracts.
- Leading the UX Design for an autonomous vehicle platform with the ADAS team.
- Developing driving simulators for usability testing.
- Represent the company at conferences and to OEM's.
- Lead workshops on team ideation, UX framework and best practices.

UX Designer | University of Michigan

SEP'20 - DEC'20 | ANN ARBOR, MICHIGAN

- Successfully designed and developed the digital version of UM's 'Leaders & Best' print magazine. Increased readership by **40%**.
- Designing a platform for UM and partnering institutes to present R&D work, achievements and giving opportunities to donors and scientists.

UX Design Intern | University of Michigan

JUNE'20 - SEP'20 | ANN ARBOR, MICHIGAN

- Helped University of Michigan present funding opportunities to donors by a **40%** increment.
- Carried out user research for need-finding in order to design and develop a template site that can be reused with new graphics and text for a wide variety of funding priorities.

UX Consultant | Pfizer

JAN'20 - APR'20 | ANN ARBOR, MICHIGAN

- Carried out user interviews, heuristic evaluation, surveys and user testing in order to discover usability and design issues with Pfizer's new BPM tool and provided recommendations for upgrading the system. Reduced task completion time by **30%**.

UX Developer Intern, WSIS | ITU, United Nations

JAN'18 - JUL'18 | GENEVA, SWITZERLAND

- Developed web-based applications on MVC and Entity Framework, that decreased workload by **30%**.
- Redesigned and redeveloped the WSIS Stocktaking website, increasing viewership and project submission by **45%**.

Education

University of Michigan, Ann Arbor, USA

MS in Information (HCI/UX)

GPA: 3.9

AUG'19 - DEC'20

Dr APJ Abdul Kalam Technical University, India

B.Tech in Information

Technology

GPA: 3.94

AUG'15 - MAY'19

Skills

DESIGN

Interaction Design, Agile, Automotive UX, Wireframing, Prototyping, Visual Design, User Flow, Storyboards, Personas, AR/VR Prototyping, A/B Testing, User Testing, Usability Evaluation, IoT

TOOLS

Figma, Invision, Sketch, Adobe XD, Abstract, Photoshop, Illustrator, InDesign, Blender, Vuforia, ARCore, ARKit, Unreal Engine, Unity Engine

CODE

HTML, CSS, JavaScript, PHP, XML, Python, C, C++, C#