

# IBRAHIM MOAZZAM

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## EDUCATION

### University of Michigan

Expected May 2025

Master of Science in Information: User Experience Research and Design

Ann Arbor, MI

- CGPA: **3.91/4.00**
- Relevant Coursework: Interaction Design Studio, Fundamentals of Human Behavior, Needs Assessment and Usability Evaluation, Graphic Design, Web Design: Responsiveness and Accessibility, Contextual Inquiry and Consulting Foundations

### Lahore University of Management Sciences (LUMS)

June 2023

Bachelor of Science in Computer Science

Lahore, Pakistan

- CGPA: **3.90/4.00**
- Graduated with **High Distinction** and placed on the **Dean's Honour List** from 2019–2023
- Relevant Coursework: Human-Computer Interaction, Cognition and Computers, ICT4D, Advanced Programming, Software Engineering, Applied Machine Learning, Applied Data Science, Operating Systems, Data Structures, Algorithms

## TECHNICAL SKILLS

**Applications:** Figma, Adobe Photoshop, Adobe Illustrator, MAXQDA, WAVE, aXe DevTools, Canva, Microsoft Office Suite

**UX Methods:** Wireframing, Prototyping, Usability Testing, User Interviews, Storyboarding, User Flows, User Scenarios, Affinity Mapping, Personas, Surveys, Heuristic Evaluation, Competitive Analysis, A/B Testing, Accessibility Audits

**Programming Languages:** Python, C++, JavaScript, React, C, Node.js, Django, Flask, SQL, HTML, CSS, MATLAB, Haskell,  $\LaTeX$

## WORK EXPERIENCE

### LearningClues

Ann Arbor, MI

UX Engineering Intern

May 2024 – Present

- Identified prospective features and shortcomings in a novel suite of Adaptive Learning features by conducting a **competitive analysis**, **10 semi-structured interviews** and **usability tests** with undergraduate and graduate students
- Developed and deployed an LTI-integrated **React application** for Adaptive Learning using Material Design guidelines
- Established **nine API endpoints** in a **Flask app** to get personalized questions and track student progress, stored in **DynamoDB**
- Optimized a proprietary Machine Learning model for updating student progress by extensively restructuring the codebase, reducing its package size by **11 times**

### University of Michigan

Ann Arbor, MI

Graduate Student Instructor – Web Design, Development, and Accessibility

Aug. 2024 – Present

- Attend to **114 students'** queries through weekly Office Hours and Piazza for Dr. Colleen van Lent's course on developing WCAG-compliant accessible web applications using JavaScript, HTML, and CSS
- Lead a discussion section of **20 students** by revising lecture content and providing worked examples, clarifying course concepts
- Conduct **accessibility reviews** of all course materials and handle accommodation requests to ensure an inclusive experience

## PROJECTS

**The Marketplace** | Figma, Prototyping, Wireframing, User Interviews, Usability Testing

Aug. 2023 – Dec. 2023

- Investigated moving-in challenges for U.S. college students by conducting **three semi-structured interviews** to understand the shortcomings of current digital marketplaces
- Analyzed interview data using **thematic analysis** in order to generate design insights and create **user personas**
- Transformed design insights into **scenarios**, **user flows**, and **wireframes** to build a **high-fidelity prototype** using Figma
- Evaluated and iterated the prototype using Nielsen's Usability Heuristics and incorporated feedback from **two usability tests**

**Fact Check Web Application** | Python, React, Beautiful Soup, Cron, AWS

Jun. 2023 – Dec. 2023

- Coded a Python-based **web scraper** using **Beautiful Soup** and deployed it on an **Amazon EC2** instance to fetch fact-checked articles from SochFactCheck
- Implemented a **cron-job** to translate the newly-scraped articles into Urdu through the **Google Translate API** and cached the results for cost-efficiency
- Established an **API endpoint** to efficiently serve the fetched articles in a web application for users with minimal digital literacy
- Developed a mobile-first **React web application** specifically optimized for entry-level devices by implementing **server-side rendering**, **server-side caching**, **lazy-loading**, and **infinite scroll**