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# Sabrina Afrin Simi

## UI/UX Designer, MSc

### Education:

- April 2020 – May 2024
- MSc. in Human-Computer Interaction, University of Siegen, Germany**
- Thesis: "Understanding Diverse User Experience: A Case Study of Designing DeliberAlde"**
- Researched marginalized groups view on citizen assembly and developed a user-friendly civic participation app to enhance inclusivity and effectiveness with design thinking method.
- Studies:** Mastered user-centered design, interaction design, ergonomics, usability studies, design standards, and ethics; while integrating HCI principles into emerging technologies.
- September 2014 – December 2019
- BSc. in Computer Science & Engineering, North South University, Bangladesh**
- Thesis: "Enhancing Wedding Planning platform through User-Centered Design (UCD)"**
- Developed a wedding planner platform to enhance users' online interactions; by understanding users' needs and preferences through research, iteration, and testing.
- Studies:** Acquired proficiency in programming, data structures, databases, algorithms, computer networks, operating systems, and cybersecurity to improve computing solutions.
- January 2022 – April 2024
- Research Assistant (WHB) as UX designer, University of Siegen, Germany**
- Incorporated UX/UI principles in different project based on their needs and preferences.
  - Worked on wireframes, mockups, and usability tests for seamless interaction.
  - Established a comprehensive design system for efficient design workflows.
  - Utilized data analysis to refine and enhanced user experience iteratively.
- April 2021 – December 2021
- English Teacher, Volkshochschule Siegen, Germany**
- Devised emotional engagement strategies for senior learners, utilizing real user stories.
  - Observed interaction of the participants with different learning tools and materials.
- January 2019 – December 2020
- Head of Operations, SPEAK: Share your world, Dhaka Division, Bangladesh**
- Managed day-to-day operations to ensure the smooth functioning of the business.
  - Streamlined operational processes to enhance efficiency and productivity.
  - Collaborated with the team to identify pain points and innovate solutions.
- May 2015 – December 2018
- Freelance Photographer, Bangladesh**
- Captured key moments with authentic framing and visual appeal.
  - Enhanced and Delivered images with adjustment and user-friendly access.

## Hard Skills:

- **UX/UI Methods:** Prototyping, Mockups, Wireframing, Persona, User Journey Mapping, User Flow, Interaction Design, Information Architecture, Site Maps, Responsive Design.
- **UX/UI Tools:** Sketch, Adobe XD, Figma, MaxQDA, Dovetail, Microsoft Office, LaTeX.
- **UX Research Methods:** Qualitative/Quantitative Research, Heuristic Evaluation, User Testing, Interviews, Surveys, Usability Testing, Card Sorting, Ethnographic Research.
- **Visual Design:** Typography, Color Theory, Iconography, Branding, Design Systems.
- **Management tools:** Jira, Confluence, Notion, Miro, Trello, PowerBI.
- **Web development:** HTML, CSS, Python, WordPress, Matomo.

## Soft Skills:

- **Communication:** Team Collaboration, Documentation, User Advocacy, Empathy.
- **Problem Solving:** Ideation Techniques, Attention to Detail, Observation, Analytical Thinking.

## Languages:

- English (Bilingual): IELTS, TEFL Certified.
- German (Intermediate): A2 Level.
- Hindi (Advanced).
- Arabic (Beginner).
- Bangla (Native).

## Educational Certificates:

- **Google UX Design professional Certificate, Google:** Completed a six-month UX design course to gain a deeper understanding of UX design and advance my career.
- **Successful Negotiation: Essential Strategies & Skills:** University of Michigan.
- **Business Information Economics & Data Monetization:** University of Illinois.
- **Learning Data Visualization:** LinkedIn Learning.

## UX Projects:

- Redesigned HCI website for enhanced easy access for the students of the university.
- Rebranded YEAT web apps' UX with user-centric design.
- Researched fake reviews and its effect on customer.
- Investigated tech adoption in older adults.

## Publication:

**IoT-Based Smart Water Quality Prediction for Biofloc Aquaculture**  
Scopus-indexed journal IJACSA (Volume 12 Issue 6 June 2021)

## Youth Worker:

Engaged in youth projects across Hungary, Czech Republic, Turkey and more, learned strategies for youth empowerment. From improv-theatre in Spain to participatory storytelling in Greece, helped cultural understanding and appreciation, alongside mental resilience in Serbia and community organizing in Estonia, broadened my thought.

## Volunteering:

- **Universität Siegen Buddy Program:** Assisted new international students in adapting.
- **English Mentor:** Mentored teenage students in Poland in spoken English.
- **SPEAK Ambassador:** Organized cultural exchange for participants.

## Achievements:

- **Winner:** Annual Chinese Calligraphy competition held by North South University (2018).
- **First Runner Up:** International Photography Exhibition organized by UIU (2016).
- **Participation:** 12 photography exhibitions across Bangladesh. (2015-2019).

## Interests:

Listening to People | Exploring AI Tools | Reading Poems | Photography | Terrariums