

# Iram Mirza

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## Summary

- Senior user interface designer with ~ 5 years experience looking for a role to create experiences that are engaging, powerful, and rewarding.
- Strong consumer empathy and ability to synthesize user feedback into feature design.
- Proven track record of collaborating with cross-functional teams to deliver compelling products.
- Strong analytical and people skills.

## Education

### Stanford University, CA

#### Masters, Learning, Design and Technology.

June 2005

Coursework: Human-Computer Interaction, Qualitative Research, Product Design, Curriculum Design

### San Jose State University, CA

#### Bachelors of Science, Computer Science.

May 2003

With emphasis on Database Management Systems and Software Engineering.

## Work Experience

October 2007 – June 2009

### 23andMe, Mountain View, CA. User Interface Designer.

- As the sole user interface designer on the team before launch, supported and monitored first implementation of the public website in 2007.
- Collaborated with the science, business development, and engineering teams to deliver innovative, exciting and emotionally engaging products.
- Able to filter out feature requirements from high-level/big picture discussions and rope together quick mockups to help team visualize possible solutions.
- Prototyped and designed features that met demanding quality standards and evolving requirements.
- Wore different hats - user interface designer, visual designer, user researcher, product manager and front-end engineer - during resource crunch times to ensure project goals and deadlines were met.
- Always served as a user advocate to ensure the highest level of usability, desirability and customer satisfaction.

July 2005 – present

### nGinE designs, Palo Alto, CA. Partner.

- Our company provides interactive content for learning. Check out <http://ngine-designs.com/> for some of our latest projects.
- Clients include Egyptian Museum of San Jose, Tech Museum and Children's Discovery Museum.

November 2005 – October 2007

### PayPal, San Jose, CA. User Interface Designer.

- Translated business objectives and requirements into user requirements, wireframes, and site flows and provided visual/interactive mockups and concepts within the constraints of branding and web design standards.
- Effectively presented design solutions and directions to the team internal collaborators.
- Made constructive suggestions for change during design reviews and brainstorming sessions.
- Conducted research study of customer service headquarters in Omaha to understand service workflow and based on analysis, designed the new customer-service marketing application.

- Developed storyboards and personas to effectively communicate interaction and design ideas.
- Involved in the style guides and standards effort.
- Mentored team intern and provided "buddy" support for new hires.

**August 2005 – November 2005**

**Oracle Corporation, Pleasanton, CA. Interaction Designer.**

- Participated in design reviews with producers and engineers.
- Collaborated with business and functional analysts to identify problems and goals of a project, and propose design solutions.
- Translated business requirements and user needs into detailed functional documents.
- Closely involved in developing usability test plans and assist usability researcher in conducting studies.
- Facilitated design process using user-centric approach including creating personas, building scenario and task analysis.
- Produced reliable flow diagrams, wireframes and prototypes for implementation.
- Provided consultation, feedback, and constructive suggestions to other designers and their projects.

**October 2004 – July 2005**

**Stanford Center for Innovation in Learning, Stanford University, CA. Researcher.**

- Observed classes, and interview faculty and students to assess the success and utilization of digital classrooms.
- Gathered, analyzed, and evaluated data to document instructor and student needs and experience in Wallenberg classrooms.
- Supported faculty in developing and implementing pedagogical strategies for using innovative technologies in class.

**June 2001 – December 2001**

**SUN Microsystems (PVCT group), Newark, CA. Software Developer.**

**June 2000 – December 2000**

**SRI International, Menlo Park, CA. Software Developer.**

**July 1999 – May 2000**

**Stanford Residential Computing Office, Stanford University, CA. Software Developer.**

**September 1996 - June 2003**

**Stanford University, CA. Graduate Residence Assistant (GRA) in Escondido Village.  
(Volunteer Position)**

## **Conference Presentation**

**April 28, 2005**

**EDUCAUSE Conference**

Presentation titled "Designing Learning Experiences: Faculty Preparation for Innovative Courses in Stanford's Wallenberg Hall".

The talk discusses the experience of two faculty members teaching in Wallenberg Hall, the expectations the faculty bring into Wallenberg Hall, and the challenges they face.

## **Skills**

HTML, CSS, Javascript  
 Adobe Creative Suite, Flash MX  
 User Studies, Data Collection and Analysis, Ethnography.