

# Ibrahim Moazzam

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## EDUCATION

### University of Michigan

Ann Arbor, MI

#### Master of Science in Information: User Experience Research and Design

Expected May 2025

- CGPA: 3.93/4.00
- Relevant Coursework: Needs Assessment and Usability Evaluation, Interaction Design Studio, Fundamentals of Human Behavior, Designing Consumer Health Technologies, Intro to Accessibility, Web Design: Responsiveness and Accessibility, Graphic Design, Contextual Inquiry and Consulting Foundations

### Lahore University of Management Sciences (LUMS)

Lahore, Pakistan

#### Bachelor of Science in Computer Science

June 2023

- CGPA: 3.90/4.00
- Graduated with High Distinction and placed on the Dean's Honour List from 2019–2023
- Relevant Coursework: Advanced Programming, Software Engineering, Operating Systems, Data Structures, Algorithms

## SKILLS

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

**Applications:** Figma, MAXQDA, Lighthouse, Adobe Photoshop, Adobe Illustrator, Microsoft Office Suite

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

**Tools:** Jira, Trello, GitHub, WAVE, aXe DevTools

## WORK EXPERIENCE

### LearningClues

Ann Arbor, MI

#### UX Research and Engineering Intern

May 2024 – Present

- Identified gaps and opportunities in Adaptive Learning features by conducting competitive analysis, 8 semi-structured interviews, and 7 usability tests with undergraduate and graduate students, informing feature enhancements
- Developed a custom onboarding library to provide users with guided tours, improving discoverability and usability
- Develop scalable front-end components for all platforms in React and Next.js using Storybook
- Conduct accessibility audits of all products using WAVE and aXe DevTools, complying with WCAG 2.2 AA standards

### University of Michigan

Ann Arbor, MI

#### Graduate Student Research Assistant – Peer Instruction for Undergraduate CS Education

May 2024 – Present

- Resolve UI issues in the Peer Instruction (PI) interface on [Runestone Academy](#) to enhance usability and accessibility for students and instructors, under the guidance of [Dr. Barbara Ericson](#)
- Designed and implemented a novel PI Review Page using React and FastAPI, equipping instructors with real-time insights into Normalized Change and Learning Gain from their PI sessions
- Evaluate multiple LLMs and conduct prompt engineering to identify the best model for providing undergraduate CS students with a pseudo-peer in asynchronous PI sessions

## PROJECT EXPERIENCE

### The Marketplace

Aug. 2023 – Dec. 2023

*Figma, Prototyping, Wireframing, User Interviews, Usability Testing*

- 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 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 the prototype using Nielsen's Usability Heuristics and incorporated feedback from two usability tests

### Dost

Jan. 2023 – Aug. 2023

*Figma, MAXQDA, Thematic Analysis, User Interviews, Prototyping, Wizard of Oz Testing*

- Identified children's knowledge of Computational Thinking (CT) by conducting 15 semi-structured interviews with nine children and six teachers from field visits to three low-cost schools in Lahore, Pakistan
- Analyzed interview transcripts using axial coding and thematic analysis to extract key design insights
- Designed a [gamified prototype](#) using Figma that helps children create and modify rules for physical play using CT
- Evaluated the prototype using Wizard of Oz testing with nine children, resulting in an 82% task completion rate