

Mehrun-Nisa Raja

UX Designer — Games & Interactive Systems

Surrey, BC · mra140@sfu.ca · +1 604-724-6457 · linkedin.com/in/mehrunnisa-raja · mehrunnisaraja.com

UX designer and researcher with an **MSc in Interactive Arts & Technology (HCI)**, specialising in **player motivation, reward systems, and social/matchmaking interfaces**. Three peer-reviewed publications on engagement and gamification. Rapid-prototyping and playtest-driven — from lo-fi wireframes and design systems through to hi-fi flows validated with measured usability outcomes.

SELECTED PROJECTS

D-GAM — Adaptive Gamification & Reward System Framework · MSc thesis 3 peer-reviewed papers

- Designed a **configurable reward system** — fixed versus variable “surprise” reward schedules — grounded in operant conditioning, Self-Determination Theory (autonomy, competence, relatedness) and **flow theory for difficulty pacing**.
- Architected **four independently configurable schemas** (reward, feedback, user, project) so reward logic, progression and feedback can each be retuned per context without disturbing the others — then validated the architecture across **four scenarios** with different goals and reward configurations.
- Two full **playtest-and-iterate cycles**: focus group (n=7) → task-free redesign → user study (n=10). **SUS 67.46 → 76.0 (+8.54)**, taking the build from below to above benchmark.
- Variable rewards out-motivated fixed rewards, progress bars and leaderboards** (9/10 participants) — the finding that drove the reward-logic rewrite. 8/10 reported the game elements guided them through the flow without confusion.
- Reviewed **37 engagement tools**, on engagement, motivation, gamification and game mechanics and then prototyped **3D and AR exploration views**.

Line Up — Session Discovery, Attendance and Skill Visibility & LFG Pairing · mobile, end-to-end SUS 87.14 · Grade B

- Designed matchmaking-adjacent UX: session discovery, an **attendance and skill visibility-fill indicator** (14/20 rather than “spots remaining”), skill-level transparency, LFG “open-for-pairing” tags and queue/waitlist states — each traced to a research finding.
- Built the **design system before hi-fi** (type scale, 10-colour palette, 8 components including three session-state variants), then playtested remotely (n=7): **SUS 87.14 against a 68 benchmark**, with 5 iterations shipped from the findings.

EXPERIENCE

Research Assistant · SIAT, Simon Fraser University 2025–2026

- Ran user research and usability studies on **interactive and gamified systems**, translating findings into design recommendations.
- Analysed **engagement and behavioural data** to inform interaction and interface decisions.

Teaching Assistant · SIAT, Simon Fraser University 2024–2026

- Taught Web Design & Development and Information Design, with a **strong focus on accessibility, visual hierarchy and user experience** — covering UX principles, front-end implementation and design-thinking method.

UI/UX Designer Intern · HomeVism 07/2021–09/2021

- Ran usability testing sessions and shipped iterative UI improvements from the findings; benchmarked competitor patterns to identify opportunities.

SKILLS

Design	Figma · Framer · Adobe XD · design systems · typography · colour · iconography · layout & visual hierarchy
UX	Interaction design · rapid prototyping · wireframing · user flows · usability testing (SUS) · competitive analysis · mobile, web & AR
Research	Player motivation & reward design · gamification systems · thematic analysis · affinity mapping · focus groups · behavioural data
Technical	HTML · CSS · SQL — comfortable working directly with engineers

EDUCATION

MSc, Interactive Arts & Technology Simon Fraser University — HCI	2023–2026
BSc, Computer Science Bahria University	2018–2022

PUBLICATIONS

Three peer-reviewed papers on engagement, motivation and gamification: **CAAD Futures 2025 · HCI International 2025 · AHFE 2026**