

Mehrun-Nisa Raja

UX/UI DESIGNER

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EXPERIENCE

UX Advisor | Ascendica Studio

2025 – 2026

- Conducted user research and usability testing — interviews, competitive analysis, and iterative validation — to de-risk product direction for early-stage clients before engineering committed to a build.
- Advised embedded technical teams on the UX implications of architecture and implementation decisions, translating user needs into constraints the team could design and build around.
- Reviewed design and UI work prior to engineering handoff, ensuring usability findings were reflected in dev-ready specs rather than caught after launch.
- Built reusable research frameworks and lightweight design processes for client teams, raising their design maturity beyond the engagement itself.

Teaching Assistant | SIAT, Simon Fraser University · Information Design & Web Design and Development

12/24 – 04/26

- Taught and mentored students in Web Design & Development and Information Design coursework, with a strong focus on accessibility, visual hierarchy, and user experience.
- Guided students through UX principles, front-end implementation, and design-thinking methodology from research through to interface delivery.
- Reviewed student wireframes and prototypes, providing feedback to strengthen usability, layout, and design-system consistency.
- Worked with external clients to improve their ongoing website and mobile design practices.

Research Assistant | SIAT, Simon Fraser University

03/25 – 04/26

- Conducted user research and usability studies to evaluate interactive systems, translating findings into design recommendations across two full playtest-and-iterate cycles.
- Ran focus groups and moderated user studies (n=7–10), using SUS scoring and thematic analysis to track usability improvement from below to above benchmark.
- Analyzed user engagement and behavioral data to inform interaction and interface design decisions, including how reward and feedback structures affected motivation.
- Contributed to reusable engagement frameworks and configurable design schemas used to guide the design of interactive applications across multiple contexts.
- Benchmarked comparable products to guide feature and interaction decisions, and explored 3D/AR concepts for interface prototyping.

UI/UX Designer Intern | HomeVism

07/21 – 09/21

- Designed and implemented UI improvements based on user feedback, focusing on layout, visual hierarchy, and interaction patterns.
- Reworked key interface flows and screens to improve clarity and ease of use across the product.
- Performed competitive analysis of comparable products to benchmark design patterns and identify design opportunities.

EDUCATION

- MSc, Interactive Arts & Technology — Simon Fraser University (09/24 – 04/26)
- BSc, Computer Science — Bahria University (2018–2022)

PROJECTS

D-GAM — An Adaptive Gamified Engagement Platform and Framework

- Designed a configurable reward system — grounded in Self-Determination Theory and flow theory — that could be retuned across different product contexts without disrupting the rest of the experience.
- Ran two full playtest-and-iterate cycles: focus group (n=7) → redesign → user study (n=10), improving usability from SUS 67.46 to 76.0 (+8.54).
- Found that variable, "surprise" rewards outperformed fixed rewards and progress indicators for motivation (9/10 participants), directly informing the design revisions.
- Benchmarked 37 comparable products to guide feature and interaction decisions, and prototyped 3D/AR exploration concepts.

Lineup — Session Discovery & Transparency · mobile, end-to-end

- Led end-to-end UX research and design for a mobile app helping users find and join nearby sports sessions.
- Designed session discovery, attendance and skill visibility indicators, and open-for-pairing states, each traced to a research finding.
- Built the design system (type scale, 10-colour palette, 8 components) before high-fidelity screens, then validated remotely (n=7): SUS 87.14 against a 68 benchmark, with 5 iterations shipped from the findings.

PUBLICATIONS

CAAD Futures 2025 • HCII 2025 • AHFE 2026

SKILLS

Technical Skills

UI/UX Design • Wireframing & Prototyping • Usability Testing (SUS) • UX Research & User Studies • Interaction Design • Design Systems • Competitive Analysis • Figma • Framer • Adobe XD • Typography & Visual Hierarchy • HTML • CSS • Cross-Platform Design (Mobile & Desktop) • Multi-Persona / Multi-User-Type Design • AI-Assisted Design Workflows (Figma, Claude, Cursor)

Soft Skills

Design Thinking • Leadership • Mentorship • Cross-functional Collaboration • Time Management • Prioritization • Organizational Skills • Adaptability • Attention to Detail • Stakeholder Communication & Composure Under Pressure