Samiha Essakhi

Service Designer & UX Developer

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Toronto, ON

Skills			
	Research & Design Skills: Desk Research, Usability Testing, User Interviews, Co-design Workshops, Journey Mapping, Service Blueprints, Design Sprints, Data Synthesis, Wireframing, Prototyping, Information Architecture	**Design & Collaboration Tools:** Figma, Balsamiq, Figjam, Miro, MS Teams, Zoom **Language Skills:** Arabic (native), French (bilingual), English (bilingual)	**Other tools:** Optimal Workshop, Snaggit, Tableau, MS Suite, Google Analytics, MS Power App, Power Automate, Azure DevOps, MS SharePoint, Microsoft SQL Server, Generative AI,

Work Experience

Service Designer & UX Developer
NORC Innovation Centre
Sep'23 – Present

Extension of the project started at Bridgeable in Sep'23

. **Planned** and **organized incremental launches** of the frontline staff platform features to de-risk the the platform.
. **Planned** and **facilitated**, in collaboration with the PM, training sessions prior to the **release of incremental features**, during which we **contextualized** the use of the platform using **storyboards** and **use cases.**
. Conducted **1:1 interviews** after each launch to collect users **feedback** and **iterate** accordingly.
. **Conceptualized** and **coded** different features using **Microsoft Power Fx** language.
. **Continued to modify the SQL database** structure as we and tested the platform.
. **Created** different **automated flows** using **Microsoft Power Automate** and **SQL queries** to **extract** data, **create reports** and **automate** tasks and help **optimize** users time as they use the platform.
. Socialized **findings** to project **stakeholders** during weekly meetings.

Service Design & UX Developer Co-op
Bridgeable
Sep'23 – Dec'23

. **Explored** perceptions, expectations, and implementation challenges for stakeholders via 1:1 interviews.
. **Identified key moments** of the experience and **critical design features** for the new employee platform for NORC Innovation Centre (Client).
. **Designed** and **facilitated** a **co-design workshop** with internal stakeholders and service design users.
. **Conceptualized** the **SQL database** structure and **coordinated** with an IT consultant for its **implementation** and **modification** as we developed and tested the platform.
. **Conceptualized** and **coded** different features using **Microsoft Power Fx** language.
. **Tested** key prototypes during **design sprints**, following an **agile methodology**, using **remote** and **in-person usability testing sessions.**
. **Discussed suggested** modifications by users to consider the technical constraints of the used tools and database structure.
. Socialized **findings** to project **stakeholders** during weekly meetings.

UX Research Assistant
University of Toronto
Jul'23 – Nov'23

. Conducted an **environmental scan** of communication and writing support services offered by universities and tools used to promote them to students.
. Conducted **digital ethnography** via **social listening** to understand students' preferences and pain points regarding the current writing and communication support offerings.
. Designed an **interactive form** using an **iterative process**.
. Prepared a **usability testing protocol** to evaluate three different digital solutions.
. Conducted **a pilot usability test** to refine and optimize the testing protocol.

UX Project Assistant
University of Toronto
May'23 – Aug'23

. Assessed Navi, a mental health virtual assistant based on **IBM Watson technology**, through **remote task-based usability testing sessions**.
. Analyzed usability testing results, and provided **actionable recommendations** that consider **technical constraints,** to improve Navi's content.
. Uncovered usability testing **issues** and documented them, in addition to students' **suggestions**, in **a detailed report.**

UX Designer
UTEST, University of Toronto
May'23 – Aug'23

. Conducted an **accessibility audit** using automated and manual tools to uncover breaches of WCAG 2.1 guidelines.
. Conducted a **heuristics analysis** and **remote usability testing sessions** with different stakeholders.
. Identified **pain points** and **areas of improvements** and formulated **actionable recommendations.**
. **Presented** findings and recommendations to leadership.

Education

Master of Information (MI)
University of Toronto
User Experience Design
2022 – 2024
(GPA: 3.94/4)

Master in Management
Ecole Nationale de Commerce et de Gestion de Kénitra
Finance & Accounting
2011 – 2016