

HAJRA AFZAL

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Education

BS Computer Science

Lahore University of Management Sciences

September 2014-May2018

Experience

Head UX Analyst

Tower Technologies (pvt) LTD

November 2018- Present

Lead a diverse team to redesign Educational applications and portals by Punjab Group of Colleges (Largest Educational Network in Pakistan) and conducted usability testing. These include different projects for schools, colleges and universities.

UX design consultant

Zero Carbon

April 2019-October 2019

Worked with the development team to design Pakistan's first advanced Solar application, portal and website.

UX designer

Tower Technologies (pvt) LTD

May 2018 – October 2018

Responsible for wireframing and mock ups of multiple projects to communicate user flow and interactions to developers.

Teaching assistant - Human and computer interaction

Lahore university of management sciences (LUMS)

September 2017- December 2017

Assisted Dr. Suleman Shahid with the course and helped students with their projects and coursework.

Digital Marketing intern

Punjab Group of Colleges

July 2016-August 2016

Designed social media posts and helped with community management.

Research Projects

The Relevance of Persuasive Technology and their Influence on Online Donation Platforms in Pakistan

Senior Year Project

August 2017- May 2018

Took an interactionists perspective to study the effectiveness of online persuasion and the use of Cialdini's principles of persuasion on the attitude and behavior of donors in Pakistan.

The research focuses on the comparative effectiveness of persuasive technology in online donation portals and whether the results of these principles vary in different countries.

Contrasting the learning effectiveness of augmented reality with conventional tours of museums

Topics in Interactive Computing, LUMS

January 2017- May 2017

I along with two fellow researchers developed an Augmented Reality application for the National Museum of Science and Technology. The project went through all phases of user research, design, development and testing. Consequently, our project yielded great insights for the museum on the role of AR on the learning effectiveness of a child.

How does E-learn contribute to a child's learning effectiveness in developing countries like Pakistan

E-Government Project

August 2017- January 2018

The project analyzed the government's E-learning initiative. We conducted a series of experiment to compare the learning of children of the same age group using E-learn and a control group that were taught in a conventional manner Considering the global perspective we suggested improvements that can be brought to the system.

iVirtue – the prospect of the first volunteering platform in Pakistan

Human Computer Interaction Project

September 2016-January 2017

This project was aimed to bridge the gap between people and possible volunteering opportunities. It revolves around the idea of Micro Volunteering and hopes to encourage the people in Pakistan to participate in it. The project went through all the stages of an HCI-development life cycle; User Research, Design, Development and Testing

Social Work

Summer intern

Fatima memorial hospital

Volunteer

Dunya Foundation

Movement Initiator

The Rainbow Belt

Volunteer teaching assistant – Special needs and autism

Amin Maktub

Student volunteer

Shaukat Khanum Cancer Hospital

Volunteer

WWF – World wildlife foundation

Skills and Tools

Design

Prototyping
User Experience design
Information architecture
UI design
User-flows
Storyboarding
Wireframing
Usability testing
Statistical analysis
Oil Painting

Technical

Sketch
inVision
Balsamiq
Photoshop
C++
JavaScript
HTML/CSS
MATLAB
OmniGraffle

General

Trello
MS PowerPoint
MS Excel
MS Word
MS Teams
Power BI

Language

English (fluent)
Urdu (native)