# Sanna Ali

#### **OBJECTIVE**

Seeking summer internship opportunities in User Experience (UX) Research

# **SKILLS**

#### UX

Card sorting Cognitive walkthrough Competitive analysis Contextual inquiry Ethnographic study Experiment design Focus groups Heuristic evaluation Interviews Literature Review Personas and scenarios Survey design and analysis Task flow analysis Think-aloud studies **Usability testing** Video compilation

# Code

R, Stata, Python, Java, C++, HTML, Bootstrap

### **Tools**

Balsamiq, Axure

# Languages

English, Spanish

# PROFESSIONAL AFFILIATIONS

4S ACM/SIGCHI AoIR

#### **EDUCATION**

# **Stanford University**

PhD student
Department of Communication
Starting September 2017

# University of California, Irvine

MS, Information & Computer Science Department of Informatics Recipient of Chair's Award Degree conferred March 2017

## **Stanford University**

BS with Honors, Science, Technology, & Society Focus: Computer Science, Chemistry Recipient of Firestone Medal for Excellence in Research Degree conferred June 2012

#### **EMPLOYMENT**

### Facebook. UX Research Intern

May 2017 - August 2017

Conducted remote unmoderated study, analyzing user search behavior in order to identify candidates for success metrics.

Conducted two usability studies on designs to improve user experience of consuming unconnected content on search results page.

#### Amazon. UX Research Intern

June 2016 - September 2016

Conducted baselining study of core tasks of Seller Central experience, using quantitative metrics and qualitative insights and recommendations.

#### Amazon, UX Research Intern

June 2015 – September 2015

Conducted usability study for vendor item management workflow, heuristic evaluation of Vendor Central interface. Conducted phone interview study to better understand motivations for Vendor Express onboarding.

# Pinterest. Community Specialist

September 2012 - April 2013

Conducted cognitive walkthroughs, surveys, task flow analysis, quantitative analysis to deliver user insights, top issues, design recommendations to engineers, designers, product managers. Performed QA testing and technical troubleshooting.