

# My name is Shabina.

shabina aslam

heyshabina@gmail.com

(469)831-1753

www.shabina.info

## STRATEGIC TOOLBOX

journey mapping  
task analysis  
user personas  
competitive landscape auditing

## RESEARCH METHODS

### QUALITATIVE

remote in-depth interviews  
concept testing  
contextual inquiry  
focus group planning & moderation  
man on the street  
in-home interviews  
digital anthropology  
social listening

### QUANTITATIVE

surveys & screeners  
consumer segmentation

### PROGRAMS

usertesting  
optimal workshop  
global web index  
crimson hexagon  
simmons  
instapanel  
-----  
figma  
keynote  
powerpoint  
excel  
g-suite  
jira

**I'm an experienced user researcher here to help you read between the lines.**

## EDUCATION

**VCU BRANDCENTER** M.S. in Business, Branding and Strategy

*Courses included: Strategy & Design, Insights and Implications, Innovation, Cultural Impact, Comms Planning & UX, and Brand Experiences*

**THE UNIVERSITY OF TEXAS AT ARLINGTON** B.A. in Comms, Advertising

## EXPERIENCE

### SENIOR UX RESEARCHER | iHEARTMEDIA

**I'm defining and iterating a research process that helps enterprise stakeholders build for their most valuable user – our employees.**

*(REMOTE) APRIL 2022 – PRESENT*

- Planning and conducting all phases of research to illuminate user behaviors, processes and journeys in iHeartMedia's Ads Ordering and Management platform.
- Delivering insights to support high level initiatives including Product Recommendation tools, Promotions Center of Excellence, and our Ad Platform's future state.
- Currently focusing on building a culture where Enterprise research is planned, executed, and communicated to both designers and dev/engineering stakeholders
- Expanding recruiting practices to include more users with diversified backgrounds.
- I created and socialized a Research Request form to help all designers, business analysts and engineers identify and articulate their knowledge gaps, research questions, and priorities.

### PRODUCT UX RESEARCHER | SIRIUSXM

**I led Strategic & Explorative research to create a foundational understanding of satellite radio listeners and the products + features they want.**

*(IRVING, TX) AUGUST 2019 – APRIL 2022*

- Collaborated with stakeholders to craft and execute qualitative research plans for our team's most nebulous asks (ex: in-vehicle music listening habits, electric vehicle ownership, expectations of autonomous vehicle rideshares, and Pandora-integration)
- Helped product owners understand user expectations for new products and/or new features with various methodologies such as interviews, focus groups, workshops, etc.
- Tested and evaluated design decisions made by SiriusXM and/or OEMs based on usability tests that collect users' feedback, task success and general expectations.
- Distilling and presenting every research study to relevant stakeholders including design team members, product owners, and executive management.
- Managing user research data and studies to ease the facilitation of knowledge-sharing
- Onboarding, training and managing new team members and interns.

### UX RESEARCHER | REALPAGE

**I enjoy showing the value of research.**

*(RICHARDSON, TX) APRIL 2019 – AUGUST 2019*

- Designed and executed end-to-end B2B product research plans.
- Evangelized user research among product owners by presenting the benefits of conducting research early and often and the steps to get started.
- Introduced ResearchOps to the UX team, including structuring expectations for advancement, managing research data and building a presentation template.

### STRATEGIST | HUGE

**I can set and adjust stakeholder expectations from start to finish.**

*(DETROIT, MI) JULY 2018 – MARCH 2019*

- Planned and facilitated a client workshop with strategy partner to build the Parts and Service customer journey for Fiat-Chrysler/Mopar
- Led client workshops to build a social playbook for a Kraft Heinz brand
- Moonlighted as a juice pouch on twitter on an as-needed basis

### BRAND STRATEGY INTERN | VSA PARTNERS

**I'm versed in cross-disciplinary collaboration.**

*(CHICAGO, IL) JUNE 2017 – AUGUST 2017*

- Worked with a UX Designer, Front-End Developer, Art Director and Copywriter to build a web app that serves as a communication platform for local food pantries
- Designed and fielded a mixed method study for a window brand