

Sanaa Khalil (She/Her)

UI/UX Designer

Location: Kitchener, ON ▪ **Cell:** +1 (226) 978-2818 ▪ **Email:** ms_khalil@live.com

Portfolio: <https://www.cynth.design> ▪ **LinkedIn:** www.linkedin.com/in/cykhalil

Education

Bachelor of Design, Honours User Experience Design

September 2021 - April 2024

Wilfrid Laurier University - Brantford, ON

Average: A+

Diploma, Interior Design

January 2019 - January 2021

The Interior Design Institute - Vancouver, BC

Average: A+

Work Experience

Research Assistant

October 2023 - April 2024

Wilfrid Laurier University - Brantford, ON

- Developed and implemented a qualitative coding scheme for analyzing Canadian newspaper articles, enhancing the accuracy and depth of data analysis.
- Analyzed news samples using the coding scheme, providing detailed and reliable insights.
- Entered and evaluated data using NVivo software, contributing to developing a comprehensive research report.
- Utilized information architecture skills to organize research findings effectively.

UX Researcher - Intern

May 2023 - July 2023

BetterStreets - Toronto, ON

- Interviewed shelter operators, staff, and individuals with lived experiences of homelessness, addressing the lack of diverse perspectives and gathering insights to inform service design.
- Analyzed data, addressing incomplete understanding and creating a human-centered document for best practices in serving the homeless population.
- Implemented empathy maps to better understand user needs and improve service delivery.
- Created a report prioritizing a human-centered approach to improve homeless care, incorporating input from those with lived experience to enhance service effectiveness.

UX Designer - Intern

May 2022 - October 2022

Big Brothers Big Sisters of Halton and Hamilton (BBBSHH) - Hamilton, ON

- Conducted in-depth user research, including user interviews, usability testing and A/B testing, to identify users' pain points and opportunities for improvement.
- Designed detailed wireframes and interactive prototypes, effectively communicating design concepts and user flows to stakeholders and users.
- Led the redesign of the BBBSHH website using WordPress, translating users' feedback into a refined user experience, resulting in a 90% positive user experience and increased user engagement.
- Collaborated with teams in an Agile environment to iterate on the design solutions, resulting in more efficient workflows and enhanced user experiences.
- Communicated with developers to ensure the implementation of design solutions met user needs and project goals.

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Volunteer Experience

Patient and Family Advisory Council (PFAC)

June 2019 - August 2021

St. Mary's General Hospital - Kitchener, ON

- Provided insights and feedback to the leadership team on matters impacting patient care, addressing the need for a patient-centred approach and ensuring decisions are aligned with patient needs.
- Supported quality improvement initiatives, addressing the need to enhance patient experiences and care delivery, contributing to improved patient outcomes.
- Evaluated the performance of the PFAC, addressing the need for improvement and identifying areas for growth and development to better serve patients and families.
- Conducted patient interviews to gather feedback on hospital services, identifying critical areas for improvement in patient care

Licenses & Certifications

AODA Integrated Accessibility Training

September 2023

Wilfrid Laurier University

Writing with Inclusive Language

January 2023

Wilfrid Laurier University

Panel on Research Ethics (PRE)

January 2023

Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans

Honors & Awards

The Scotiabank Experiential Learning for UX Designers

April 2024

Wilfrid Laurier University

Dean's Honour Roll Certificate

December 2021 - April 2024

Wilfrid Laurier University

Skills

Design: Mobile Design, Web Design, Prototyping, Wireframing, Graphic Design, Interior Design.

Research: User Interviews, Journey Mapping, Empathy Mapping, Personas, Storyboarding, Information Architecture, Usability Testing, A/B Testing.

Toolkit: Figma, Adobe CC, WordPress, Miro, Canva, Microsoft Office, HTML /CSS, NVivo.

Other Skills: User empathy and customer focus, Experience in Agile environments, Deadline management, Problem-solving and critical thinking.