

Sabrena Chedid

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EDUCATION

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION, Ann Arbor, MI

Bachelor of User Experience Research and Design

Anticipated May 2025

Prospective Masters of User Experience Research and Design

Anticipated August 2025 to May 2026

- Minors: Art History and Middle Eastern Studies
- International Education Abroad: University of Vic, Barcelona, Spain

PROFESSIONAL EXPERIENCE

Washtenaw County Water Resources, Ann Arbor, MI

UX Designer/Researcher

September 2024 to Present

- Led UX research and design to create a storytelling feature connecting experienced and new rain gardeners.
- Conducted 6 interviews and surveyed ~150 users, identifying 5 key design requirements, including a mentorship feature and a step-by-step guide.
- Developed wireframes and refined Figma prototypes, running usability studies to improve navigation, accessibility, and user flows from lo-fi to hi-fi designs.
- Applied problem-solving strategies to address usability pain points, ensuring a seamless user experience for both beginners and experienced rain gardeners.

University of Michigan School of Information, Ann Arbor, MI

Instructor's Assistant

September 2024 to Present

- Integrated human-computer interaction (HCI) principles into professional development learning modules to increase student engagement.
- Edited and created coursework materials to improve alignment with user needs, iterating on feedback for improved content usability.
- Assisted in-class demos, providing feedback on user journey mapping and statistics in research-based projects.

University of Michigan Office of University Development, Ann Arbor, MI

Marketing Assistant

June 2024 to January 2025

- Developed and scheduled 3 engaging posts per month for the D-SIP Instagram page to increase visibility and engagement, leveraging user insights to enhance content strategy.
- Promoted and networked at events to encourage student participation and applications to the program.
- Used writing skills to craft compelling content for social media, emails, and outreach materials, boosting early applications by 15%.

Ann Arbor SPARK Digital Summer Clinic - BioMedware, Ypsilanti, MI

UX Designer/Consultant, Content Creator

June 2024 to August 2024

- Conducted and evaluated user research to enhance UX accessibility on Vesta's website, focusing on user journey friction points, as well as button accessibility and color schemes.
- Produced 3 instructional videos aimed at improving engagement and reducing barriers for new users.
- Utilized tools like Figma and Adobe Creative Suite to implement visually appealing and user-friendly designs, addressing accessibility and increasing sales by 10% for Vesta.

CAMPUS INVOLVEMENT

University of Michigan Multi-Ethnic Student Affairs - Arab Heritage Month, Ann Arbor, MI

Marketing/Outreach Committee Member

February 2022 to May 2022

- Designed the logo for 2022 Arab American Heritage Month events at the University of Michigan, featured on social media, shirts, bags, and pins.
- Managed social media accounts within a cross-functional team and collaborated with five student organizations to publicize and increase engagement for Heritage Month events.
- Developed a comprehensive activity timeline and leveraged graphic design and marketing strategies, resulting in a 30% increase in event attendance.

SKILLS

- **Coding:** Python, HTML
- **Design:** Adobe Creative Suite, Figma, Canva