

# Khadijat Ibrahim

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## ABOUT

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**UX researcher** 3+ years of experience in user research and data analytics, currently pursuing a Master's in Human Computer Interaction. Skilled in designing and executing end to end research studies, including interviews, usability testing, surveys, focus groups, and heuristic evaluations. Partnering closely with product designers, managers and engineers to translate insights into actionable product improvements, while communicating findings through compelling storytelling. Passionate about understanding user behavior, advocating for user centered design, and driving impactful product decisions in fast paced, innovative environments.

## RELEVANT EXPERIENCE

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### UX Researcher

May 2025 – Aug 2025

*S2P*

*Remote, US*

- Planned end to end UX research for the design of a white-label AI platform tailored to 40,000+ public health workers, supporting health science content creation and multi channel distribution.
- Led interviews, focus group sessions, usability tests, surveys and competitive analysis to uncover user needs, workflows, mental models and opportunities for an AI chatbot that simplifies complex science content for public health use cases.
- Facilitated insight-sharing workshops with product/design teams to align findings with product roadmap.
- Contributed to long term strategic planning and product expansion of an AI tool beyond social media and public health, enabling broader use case adoption and improved market fit.
- Streamlined research workflow through collaboration, daily retrospectives, and continuous refinement of study materials and analysis frameworks.

### CX Researcher

Apr 2025 – Jun 2025

*Tech Fleet*

*Remote, US*

- Developed key research deliverables, such as journey maps, empathy maps, and user personas, which supported early design hypotheses that informed strategic, operational planning for a community newsletter.
- Designed an end to end content strategy focusing on user touch points that spanned from discoverability, on-boarding, engagement and long-term retention.

### UX Researcher

Apr 2025 – May 2025

*Apple*

*Remote, US*

- Conducted mixed method research through moderated usability testing to uncover user mental models and friction points in the redesigned iOS 18 Photos app.
- Recruited and screened participants across diverse professional backgrounds to ensure representative study samples.
- Uncovered key usability gaps through affinity mapping and thematic coding of qualitative feedback, supported by descriptive analysis of quantitative data.
- Formulated design recommendations to improve user onboarding, satisfaction, ease of use and overall navigation, aligning the app's workflow with user expectations.

## WORK EXPERIENCE

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### Associate Analyst

May 2023 – Jan 2025

*Lone-Star Aerospace, B2B*

*Addison, TX*

- Managed 5+ concurrent analytics and reporting projects with competing deadlines and priorities, ensuring timely delivery of insights to clients and internal stakeholders.
- Redesigned Power BI dashboard reports across 5 aircraft projects in collaboration with data scientists and engineers to replace outdated reporting systems.
- Resolved pain points in an inventory tracking system for a \$250K budgeted project through monthly root cause analysis, reducing user errors by 65%.
- Created a 50 page QA audit framework adopted across a \$1B+ government funded organization, standardizing report delivery checks and enhancing team operations.
- Pitched and implemented a premium Power BI solution to address usability gaps in client reporting workflows, aligning data strategy with modern UI needs and improving adoption.

### IT Analyst Intern

May 2022 – Nov 2022

*Tetra Pak*

*Denton, TX*

- Developed and automated a sentiment analysis tool using Python libraries to process 2500+ monthly user feedback comments, enabling efficient tracking of user satisfaction across hardware and software issues.
- Designed and maintained a Power BI report that centralized user feedback and key service metrics, providing stakeholder quick access for analysis.
- Presented findings and recommendations to cross-continental IT teams, driving prioritization of high-impact service improvements and securing 10+ dedicated weekly hours for addressing critical user pain points.

## EDUCATION

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**Masters in Human Computer Interaction (Part-time)**

*Iowa State University*

**UX Research Masterclass**

*Zero To UX Program*

**B.S in Information Science, Data Science concentration**

*University of North Texas - 3.7 GPA*

Ames, Iowa

*Expected 2026*

Remote, US

*Jun 2025*

Denton, TX

*Dec 2022*

## SKILLS & TOOLS

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**Research methods:** Usability and Concept tests, User Interviews, Surveys, Heuristic Evaluation, Personas, Journey and Empathy Mapping, Competitive Analysis, Experimental design, Data Analysis, Card Sorting, Data visualization, Accessibility testing, Information Architecture, Participant recruitment & screening

**Tools:** Dovetail, Miro, UserTesting, Typeform, PlayLab, Figma, Tableau, Qualtrics, PowerBI, SQL, Canva, Notion, MS Office

**Other:** Active Secret Security Clearance, Agile (Scrum)