

Khadijat Ibrahim

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PROJECTS & EXPERIENCE

Usability Researcher

May 2025 – Jun 2025

Apple Photos App - Case Study

Remote, US

- Employed mixed method research including user interviews, surveys and think aloud protocol during moderated usability testing to uncover user mental models and friction points in the redesigned iOS Photos app.
- 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.

UX Researcher

Apr 2025 – Jun 2025

Tech Fleet Newsletter

Remote, US

- Collaborated on an exploratory service design project focused on enhancing nonprofit growth, operational sustainability, and long-term community impact.
- Developed key research deliverables, including journey maps, empathy maps, and personas, which supported early design hypotheses whilst informing strategic, operational planning for a community newsletter.
- Designed an end to end content strategy focusing on user touch points that spanned from discoverability, onboarding, engagement and long-term retention.

UX Researcher

Feb 2025 – Apr 2025

Science To People - VeriSci AI

Remote, US

- Synthesized insights across 4 agile sprints to inform product strategy for an AI-powered content generation platform, aligning feature development with user needs.
- Conducted mixed methods research, on two prototypes, uncovering key pain points in customization, content output, and trust in AI-generated material.
- Provided the client with key deliverables such as research-based personas, journey maps, and low-fidelity prototypes that helped prioritize workflow redesigns for a diverse range of users.
- Contributed research insights that expanded use cases beyond social media and informed recommendations for future functionality of the AI platform.

Associate Analyst

May 2023 – Jan 2025

Lone-Star Aerospace

Addison, TX

- Redesigned dashboards across 5+ aircraft programs to replace outdated reporting systems, turning complex operational data into intuitive, efficient visuals that improved client workflows and analysis speed.
- Identified pain points in an inventory tracking system for a \$250K aircraft 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.
- Advocated for adoption of a premium Power BI visual (Info River) to modernize an outdated client facing dashboard, demonstrating its ability to cut reporting time by 30%.

Business Intelligence Analyst Intern

May 2022 – Nov 2022

Tetra Pak

Denton, TX

- Collaborated to develop and automate 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

UX Research Masterclass

Remote, US

Zero To UX Program

Mar 2025 – Jun 2025

B.S in Information Science, Data Science concentration

Denton, TX

University of North Texas - 3.7 GPA

Dec 2022

SKILLS & TOOLS

Research & Design: Usability and concept tests, User Interviews, Surveys, Heuristic Evaluation, Personas, Journey and Empathy Mapping, Competitive Analysis, Wireframing, Quantitative research, UI Design, Data Analysis, Card Sorting, Data visualization, Information Architecture Audits

Tools: Figma, Canva, Miro, PowerBI, Maze, Dovetail, PlayLab, Tableau, Notion, SQL, G Forms, MS Office, Jira

Security Clearances: Secret (Active)