

ZAINA SAAB

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EDUCATION

University of Michigan, Ann Arbor

Expected Graduated: April, 2026

Bachelor of Science in Cognitive Science (Computation and Cognition Track)

Minor in UX Design

Relevant Coursework: Human-Computer Interaction, Needs Assessment & Usability Evaluation, Web Design & Accessibility, Data Structures & Algorithms, Cognitive Psychology, UX Field Research in the Public Sector

PROJECT EXPERIENCE

Michigan Digital Preservation Network - Site Redesign

February – April 2025

UX/UI Designer

Michigan Open UX

- Led early-stage wireframing and applied industry best practices to simplify information architecture for a complex, content-heavy website for a digital preservation network.
- Identified and resolved usability pain points such as hyperlink overload, vague labeling, and redundant navigation paths.
- Delivered a low-fidelity prototype that significantly improved content discoverability and was adopted as the foundation for the final client presentation.

ParkSwift - Mobile App Creation

September 2023 – May 2024

Lead UX/UI Designer

VOID Technology

- Collaborated closely with five other members to develop a low-fidelity and high-fidelity prototype of Park Swift, a mobile e-commerce application facilitating parking space rental and sales in Ann Arbor, Michigan.
- Structured and refined the faceted filtering system, thus enhancing customer navigation and improving team efficiency to complete the prototyping process in a timely manner.
- Led the high-fidelity design system, establishing consistent typography and layouts, and ensuring a seamless visual design.

RESEARCH EXPERIENCE

City of Ann Arbor – Social Media Engagement Study

January – April 2025

UX Researcher

University of Michigan Course Project

- Collaborated with a 4-person research team to evaluate how residents engage with the City's social media platforms.
- Conducted user interviews, informal street conversations, and surveys to understand community perceptions and engagement barriers.
- Helped code and synthesize findings into empathy maps, revealing two primary user groups with distinct motivations.
- Co-developed actionable recommendations for platform-specific posting strategies, later presented to City Hall staff and faculty reviewers as a team.

SKILLS

Software: C++, HTML, CSS

Tools: Figma, Slack, Microsoft Suite, Visual Studio, Adobe Illustrator & Lightroom, Excel, Google Workshop, Canva

LEADERSHIP AND INVOLVEMENT

VOID Technology

September 2023 – January 2025

Lead UX/UI Designer

University of Michigan

Michigan Open UX

February – April 2025

UX/UI Associate

University of Michigan