

Memuna Tariq

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EDUCATION

University of Michigan - Ann Arbor

Ann Arbor, MI

Master of Science in Information: User Experience Design and Research

May 2025

- CGPA: 3.95/4.00
- Relevant Courses: Mastery UX Design and Research, Advanced Interaction Design, Interaction Design Studio, Designing Consumer Health Technologies, Software Design Principles for Learning, Needs Assessment and Usability Evaluation, Web Design, Intro to Accessibility, Fundamentals of Human Behavior, Contextual Inquiry

Lahore University of Management Sciences

Lahore, Pakistan

Bachelor of Science in Computer Science, Minor in Psychology

May 2023

- CGPA: 3.73/4.00

WORK EXPERIENCE

LearningClues

Brooklyn, NY (Remote)

Lead Product Designer

May 2024 – Present

- Collaborate with a cross-functional team of software engineers and product managers, combining their insights to research, ideate, and design AI-powered personalized learning experiences
- Spearhead design of high-fidelity prototypes on Figma, producing seamless mobile and web experiences
- Established a fully accessible design system to standardize components and visual patterns across all platforms
- Conduct rigorous market research, identifying popular GenAI features, and potential gaps, informing product growth and business strategy
- Lead generative and evaluative research by conducting 30+ interviews, 25+ usability tests, and analyzing 50+ survey responses to refine system design and increase user adoption by 22% across five universities

University of Michigan - School of Information

Ann Arbor, MI

UX Designer & Researcher — Peer Instruction for Undergraduate CS Education

Aug 2024 – April 2025

- Conducted a four-month-long contextual inquiry of Peer Instruction (PI) sessions in undergraduate CS courses, generating insights for student interactions and engagement levels during verbal versus text discussion modes
- Conducted and qualitatively coded 15 student and faculty interviews across four universities to uncover key usability and engagement challenges with the PI tool, and performed thematic analysis of findings
- Channeled insights from interviews and contextual inquiries into redesigning the student text-chat, and instructor search interface features of the PI tool using Figma, reducing time-on-task by 33% and error rate by 50%
- Co-authored a research paper to discuss project findings which is accepted for publication at the SIGCSE 2026

University of Michigan - School of Information

Ann Arbor, MI

Graduate Student Instructor — Introduction to Applied Data Science

Jan 2024 – May 2024

- Mentored 20 data science projects, guiding students on leveraging LLMs to build and code meaningful AI-driven solutions, with considerations for bias, usability, and ethical deployment
- Delivered a guest lecture on biases in data visualizations, equipping students with skills to identify and mitigate bias in visual storytelling and promoting ethical data communication

SKILLS

- **UX Methods:** Wireframing, Prototyping, Sketching, Interaction Design, Competitive Analysis, Scenarios, Storyboarding, Customer Journey Mapping, Personas, User Interviews, Usability Testing, Heuristic Evaluation
- **Applications:** Figma, Adobe Photoshop, Adobe Illustrator, Sketch, Figjam, ATLAS.ti, Canva, Framer, Miro
- **Tools:** Trello, Jira, Git, Github, Visual Studio, Jupyter Notebook, Axe DevTools, Wave
- **Programming Languages:** Python, Django, C/C++, SQL, Regex, Javascript, HTML/CSS, Haskell

PROJECTS

Google Tasks+ | Redesigning the Google Tasks Mobile App for Collaborative Task Management

April 2025

- Assessed user needs around shared task management by conducting four in-depth semi-structured interviews
- Thematically analyzed interview data to map out user personas and design early stage sketches and user flows
- Designed 20+ custom components for new collaborative task management features in Figma, closely following Google's Material Design guidelines to ensure visual consistency
- Designed 26 high-fidelity mobile app wireframes in light and dark mode, refined using NN/g Usability Heuristics