

# Sumaiya Asghar

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## EDUCATION

**Michigan State University**, East Lansing, MI

April 2024

**College of Arts & Letters, Broad College of Business**

*Bachelor of Arts, User Experience Architecture & Supply Chain Management*

Major GPA: 4.00/4.00; Cumulative GPA: 4.00/4.00

## EXPERIENCE

**The Home Depot**, Remote

June 2024 – Present

*User Experience Designer*

- Transforming the future of Inventory Planning & Replenishment tools and systems by creating a One Inventory Platform to boost operational efficiency across all business units

*User Experience Intern*

May 2023 – August 2023

- Designed and developed real-time delivery tracker employing comprehensive approach that encompasses user research, storyboards, synthesis, wireframes, user-flow diagrams, low-fidelity and high-fidelity designs, iteration, and prototypes
- Identified target user groups to understand user needs by conducting user research
- Led user research efforts conducting 50+ interviews, surveys, and usability tests to gather insights and ensure a user-centered design approach
- Improved product performance by integrating user feedback into final design to enhance usability and increase user satisfaction by 80%
- Utilized expertise in color theory, typography, imagery, and composition to craft elements that fostered a strong sense of connection between users and engaging experiences

**Boosted Biz**, Remote

September 2022 – May 2023

*UI/UX Design Intern*

- Revealed ability to efficiently communicate design from scratch through sketches and wireframes within a start-up organization
- Produced user flows, sketches, wireframes, and high-fidelity prototypes of homepage + design tool on Figma
- Collaborated with CEO to implement envision of product by designing 80+ desktop and mobile interfaces
- Showcased passionate and effective design for non-design audiences using design principles
- Worked proactively with SWE's during weekly meetings to communicate and understand design pain points and implement solutions
- Displayed strong attention to detail in every design iteration to implement solutions from design pain points

**Trane Technologies**, Charlotte, NC

May 2022 – August 2022

*Operations / Direct Procurement Intern*

- Developed an RFQ package of 20+ parts to re-source bearings, showing ability to work proactively and communicate strongly with a team leading to savings of millions of dollars in supplier expenses
- Built 4+ strategic decks, identifying and filtering company data into spend by supplier, unit, and location, showcasing implementation of brand requirements
- Exhibited strong attention to detail within projects to showcase audience needs

## ACTIVITIES, EXTRA CURRICULARS, & SKILLS

Russell Palmer Career Management Center, *Peer Career Coach*

April 2023 – April 2024

Pakistani Student Association, *Vice President*

Jan 2022 – April 2024

VIM Magazine, *UX Team*

Sep 2020 – April 2024

HTML, CSS, JavaScript, Python, *Beginner*

Adobe Illustrator/Photoshop/Lightroom, Figma, *Skilled*

Urdu, Punjabi, English, *Fluent*