Shehab Ibrahim

shehab.io
hey@shehab.io
201-912-7328

Experience

Product Design Intern / Intuit
Mountain View, CA (Remote) / May. 2020- Aug. 2020

At Intuit, the goal was to help small businesses enter the "omnichannel" while positioning Quickbooks to be the center of small business growth. I spent my time leading the design and research for their first "zapier-like" automation platform. The product connected the APIs of commonly used business apps to save countless working hours for small businesses. My work shipped and is now a premium feature in Quickbooks E-Commerce - Intuit's newest venture after acquiring Trade Gecko.

Product Design Intern / Prudential
Newark, NJ / Jun. 2019 - Mar. 2020

I was responsible for the end-to-end experience of Prudential's "robo-advisor." Through a user research study that documented inefficiencies within the user onboarding, I instigated conversations with senior leadership that led to redesigning the consumer-facing product that serves over two million users. The design team also extended my internship to be involved in work for the Prudential.com taxonomy, PGIM redesign, Design System, Simple Cash Account, and A/B testing of components.

Teaching Assistant / New Jersey Institute of Technology
Newark, NJ / Jan. 2019 - May. 2021

I've been a teaching assistant for four semesters across three different courses. The first being IS 375 - User Research, where I assisted in instructing various UX Research methods, specifically Think-Aloud Protocol, Semi-Structured Interviews, Card Sorting exercises, and Contextual Inquiry. The following two courses being AD 490 and IS 247 - intro UX Design courses (for the NJIT College of Art and Design and College of Computing, respectively), focused on scenario-based design methods.

UX Design Intern / Coo-e
Newark, NJ / Oct. 2018 - Jun. 2019

Coo-e is a start-up that is trying to simplify how we coordinate with one another. I contributed to the product's design by creating wireframes, personas, user flows, interaction maps and facilitating usability tests. I also gained experience working with a distributed team through my collaboration with developers from STRV - a creative agency from Prague.

Lab Assistant / Connections Lab @NJIT
Newark, NJ / Oct. 2018 - May 2021

Involved in research spanning topics of Human-Computer Interaction. Specific topics include: Context-Aware Group Recommendation Systems, Collaborative Life Logging, Ubiquitous Computing, and Social Coalescing Systems.

Education

New Jersey Institute of Technology
B.S in Human-Computer Interaction / May 2021
Deans List 2017-2021

School of Visual Arts
Graphic Design (Pre-College) / 2015-2016

Skills

Figma, Sketch, Adobe CS, Prototyping, Wireframing, User Experience Design, Interaction Design, User Interface Design, Information Architecture, Design Systems, Product Strategy, A/B Testing, Facilitation and Workshops, Usability Testing, Generative Research, Evaluative Research, Interviewing, Qualitative and Quantitative Data Analysis, HTML, CSS, Javascript