

# Yomna Hawas

## User Experience Researcher

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## Work Experience

### User Experience Researcher | Uber (via Populus Group)

Seattle, May 2019 - Oct 2019

- Collaborate with designers, PMs, engineers, content strategists, data scientists, and marketing to identify key research questions related to airports and premium rides.
- Lead evaluative rolling research studies to generate a stream of insights that guide the product teams through the rapid feature iterations.
- Conduct formative research that guides the long-term product strategy and shapes the future experiences of airport and premium rides.

### Head of Affiliate Marketing | Jumia Group

Cairo, Jan 2015 - Jul 2018

- Promoted in 2016 to lead a cross-functional team of 10 in the research, design, and development of internal and external products used by +100K advertisers worldwide.
- Conducted generative research through focus groups and in-depth interviews to guide the long-term roadmap for advertiser experience.
- Maintained outstanding KPIs while spending monthly budgets of \$200K+ as a result of research-guided fraud detection and invoice management systems.

### Business Analyst | Jumia Group

Cairo, Jul 2014 - Dec 2014

- Designed A/B test experiments that led to a 14% reduction in cart page exit rates for new customers.
- Built a product sorting algorithm that improved the conversion rate of the daily promotions page by 136%.

## Projects

### NASA JPL

Seattle, March 2019 - Aug 2019

Led generative and evaluative research with scientists and engineers to improve mission efficiency by utilizing the predictability of weather on Mars.

### Microsoft

Seattle, Jan 2019 - Mar 2019

Designed and facilitated participatory design sessions with kids and teachers to guide the iterative prototyping of a project-based activity that teaches STEM concepts.

## Education

### Master of Human-Computer Interaction + Design

University of Washington, Seattle  
Sep 2018 - Aug 2019

### Management of Information & Communication Technology (B.B.A)

The American University in Cairo  
Aug 2010 - Jun 2014

## Skills

### Research

|                    |                      |
|--------------------|----------------------|
| A/B Testing        | Heuristic Evaluation |
| Benchmarking       | Interviews           |
| Card Sorting       | Observation          |
| Contextual Inquiry | Participatory Design |
| Cultural Probes    | RITE Testing         |
| Ethnography        | Survey               |
| Field Studies      | Usability Testing    |

### Design

|                    |               |
|--------------------|---------------|
| Affinity Diagrams  | Prototyping   |
| Info. Architecture | Sketching     |
| Interaction Flows  | Storyboarding |
| Journey Mapping    | Wireframing   |

### Development

|             |        |
|-------------|--------|
| Angular     | PHP    |
| Arduino     | Python |
| HTML/CSS/JS | SQL    |

## Tools

|                  |              |
|------------------|--------------|
| Adobe Suite      | Qualtrics    |
| Figma            | Respondent   |
| Google Analytics | Sketch       |
| InVision         | SurveyMonkey |