

# Dina Shulaiba | UX Designer

Detroit, MI

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## EDUCATION

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Michigan State University - *Bachelor of Arts in Experience Architecture (User Experience Design), Minor in Graphic Design*

Lansing, MI

## INDUSTRY EXPERIENCE

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### User Experience Design Intern

Remote, USA

*National Veterinary Associates*

May 2025 - Nov 2025

- Developed websites for NVA-owned veterinary hospitals, pet resorts, equine facilities, and other businesses using Contentful CMS, ensuring consistency with NVA's brand and fostering customer trust and recognition through professional design and branding choices
- Balanced multiple projects within Quickbase simultaneously, communicating with hospital managers and internal specialists to ensure seamless production of NVA websites and forms
- Produced and implemented customer data collection forms capturing consent, pet information, contact details, and medical histories, streamlining the management of 2,000+ submissions and reducing form completion time by 10×
- Strategically utilized data tracked by Amplitude collecting data from over 1,000,000 daily users, informing choices to improve customer experience
- Mapped branded, client and hospital facing email templates in Jotform, improving clarity of communication and ensuring key information was delivered effectively

### UX/UI Designer - Contract Role

East Lansing, MI

*Department of Archaeology - Michigan State University*

Jan. 2024 - May 2024

- Executed mock-up phase by crafting over dozen low and high-fidelity wireframes with Figma, establishing comprehensive blueprint and visual representation for site that aligned with client needs and expectations
- Effectively communicated with higher-ups and key stakeholders through email, Zoom calls, and scheduled meetings to deliver project updates, challenges, and re-establish client goals
- Published ancient coin database site using Omeka S CMS, attaching metadata to hundreds of items in digital archive while following brand guidelines
- Applied SEO best practices to improve information architecture, keyword strategy, and page structure, enhancing site navigation and search discoverability for users

### UX Researcher

Lansing, MI

*Taproot Law - Case Study*

Aug. 2023 - Dec. 2023

- Crafted low-, mid-, and high-fidelity wireframes informed by qualitative interviews with former clients, prospective clients, law professors, and legal professionals, translating insights from 40+ survey participants and stakeholder input into intuitive, user-centered web experiences
- Presented user feedback on the original website and proposed actionable design solutions to stakeholders, providing clear guidance on how to enhance site branding and layout through following accessible practices, staying consistent to theme, and incorporating strong visual hierarchy

## OTHER WORK EXPERIENCE

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### Undergraduate Learning Assistant - Researching Experience Architecture (XA 333)

East Lansing, MI

*College of Arts and Letters - Michigan State University*

Jan. 2025 - May 2025

- Demonstrated industry-standard research methods, including user surveys, consent form procedures, and data visualization techniques, enhancing student understanding of UX research practices
- Hosted office hours and study sessions, offering students guidance on user research methodologies and access to relevant resources beyond classroom
- Conceptualized and published college-wide email newsletters promoting events and opportunities, adhering to university brand guidelines across typography, imagery, and layout

### Undergraduate Learning Assistant - Information Architecture Course (XA 375)

East Lansing, MI

*College of Arts and Letters - Michigan State University*

Aug. 2024 - Dec. 2024

- Supported hybrid learning environments by facilitating seamless communication and interaction for 30+ virtual and in-person attendees
- Guided discussions on various UX research topics such as card-sorting, ethical research practices, and proper information structure practices

### Digital Content Design Intern

East Lansing, MI

*College of Arts and Letters - Michigan State University*

May 2024 - Aug. 2024

- Utilized Adobe CC and Figma to produce engaging and visually appealing posters, flyers, and infographics, in memory of professor, educating viewers of his life and contributions

### Graphic Design Intern

East Lansing, MI

*Michigan's World Languages Association*

May 2024 - Aug. 2024

- Provided expert execution of Photoshop, Illustrator, and Indesign to design magazines and infographics for annual MIWLA conference

**Skills:** Skilled in Figma, Adobe XD, SEO, Microsoft Office Suite, Miro, Jira, Wix, Wordpress, HTML, CSS, Javascript, Contentful, Confluence, Jotform, Technical writing, SaaS, Documentation, B2B, Presentation, UX Storytelling, Illustrator, Indesign

**Research:** UX Research, Competitive Analysis, Affinity-Mapping, User Surveys, User Testing, Black Hat Testing, A/B Testing, User Personas, Focus Groups, User Journeys, User Flows, Quantitative/Qualitative Research, Usability Testing, Research Facilitation, Heuristic Evaluations, Site Mapping, Information Architecture, B2C, B2B, Amplitude