Omar Taha

User Experience Researcher and Designer - https://www.omar-taha.com/

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PROFESSIONAL EXPERIENCE

Computershare, Jersey City NJ — *UX Researcher & Designer*

DECEMBER 2021 - PRESENT

- Executing user research initiatives, including surveys, interviews, and usability testing, to generate critical insights that steer the design process and shape user-centered solutions.
- Developing and refining user interfaces that prioritize user needs, creating intuitive and visually appealing designs while staying in sync with business objectives.
- Collaborating effectively with cross-functional teams, including product owners, developers, and testers, to ensure our products align with user requirements and contribute to strategic business goals.

Sportsplex at Metuchen, Metuchen NJ — *Marketing Director*

MAY 2018 - DECEMBER 2021

- Strategically designed, oversaw, and continually monitored the company's digital presence, including the website, social media channels, and email campaigns.
- Facilitated end-to-end business development initiatives, starting from introductory calls and progressing through proposal preparation to successful closures.

UX Rescue, Remote — UX Project Manager

AUGUST 2020 - SEPTEMBER 2021

- Managed project teams to assess and identify the best design approach to helping NGOs with their website redesign and rebranding
- Worked closely with other department leads to capture feedback throughout ongoing projects to integrate into marketing campaigns to engage over 5K+ community members

EDUCATION

Career Foundry, Remote — *UXD Fundamentals & Immersion*

NOVEMBER 2019 - AUGUST 2020

Rutgers University, New Brunswick NJ — *Bachelor's of Science*

SEPTEMBER 2014 - MAY 2018

EXPERTISE

Qualitative Research (Interviews & Testing using UseBerry & Maze)

Quantitative Research (Surveys & Analysis using Optimal Workshop, Survey Monkey, & Miro)

Product Design (Mock-ups & Prototyping using Figma, UXPin, AdobeXD, & Sketch)

Project Management (Agile Methodology using Notion, Miro, & AzureDevOps)

UX VOLUNTEER WORK

Website Audit for San Francisco Shakespeare Festival

Website UX Overhaul for Oahu Agriculture and Conservation Association

SEO Research for Phoenixville Area Time Bank

Website UX Overhaul for Teatro Del Pueblo