

Samiha Essakhi

Service Designer & UX Researcher

samihasdutr@gmail.com • www.samihaessakhi.com

Toronto, ON

Professional Summary: Award-winning Service Designer (SDN Awards 2024). Skilled in user research, journey mapping, and developing solutions that enhance service delivery. Proven ability to lead projects and collaborate to drive user-centered improvements.

Skills	Research & Design Skills: Desk Research, Usability Testing, User Interviews, Co-design Workshops, Journey Mapping, Journey Management, Service Blueprints, Design Sprints, Data Synthesis, Wireframing, Prototyping, Information Architecture	Design & Collaboration Tools: Figma, Balsamiq, Figjam, Miro, MS Teams, Zoom	Other tools: Optimal Workshop, Tableau, MS Suite, Google Analytics, MS Power App, Power Automate, Azure DevOps, MS SharePoint, Microsoft SQL Server, Generative AI
		Language Skills: Arabic (native), French (bilingual), English (bilingual)	

Work Experience	Service Designer & UX Developer NORC Innovation Centre Sep'23 – Present (Extension of the Bridgeable project)	<u>Awarded the 2024 Service Design Network Award</u> <ul style="list-style-type: none">. Led end-to-end service design and user research initiatives to address service design users pain points while aligning with the client's requirements and constraints.. Planned and organized incremental launches of the frontline staff platform features to de-risk the platform.. Conducted 1:1 interviews after each launch to collect users feedback and iterate accordingly.. Planned and facilitated, in collaboration with the PM, training sessions prior to the release of incremental features, during which we contextualized the use of the platform using storyboards and use cases.. Socialized findings to project stakeholders during weekly meetings.
	Service Designer & UX Developer (Co-op) Bridgeable Sep'23 – Dec'23	<u>Awarded the 2024 Service Design Network Award</u> <ul style="list-style-type: none">. Explored perceptions, expectations, and implementation challenges for stakeholders via 1:1 interviews.. Facilitated journey mapping activities to define user journeys.. Designed and facilitated a co-design workshop with internal stakeholders and service design users.. Identified key moments of the experience and critical design features for the new employee platform for NORC Innovation Centre (Client).. Tested key prototypes during design sprints, following an agile methodology, using remote and in-person usability testing sessions to continuously improve service design outcomes.. Negotiated suggested modifications by users to consider technical constraints.. Socialized findings to project stakeholders during weekly meetings.
	UX Research Assistant University of Toronto Jul'23 – Nov'23	<ul style="list-style-type: none">. Conducted an environmental scan of communication and writing support services offered by universities and tools used to promote them to students.. Conducted digital ethnography via social listening to understand students' preferences and pain points regarding the current writing and communication support offerings.. Designed an interactive form using an iterative process.. Prepared a usability testing protocol to evaluate three different digital solutions.. Conducted a pilot usability test to refine and optimize the testing protocol.
	UX Project Assistant University of Toronto May'23 – Aug'23	<ul style="list-style-type: none">. Assessed Navi, a mental health virtual assistant based on IBM Watson technology, through remote task-based usability testing sessions.. Analyzed usability testing results, and provided actionable recommendations that consider technical constraints, to improve Navi's content.. Uncovered usability testing issues and documented them, in addition to students' suggestions, in a detailed report.
	UX Designer UTEST, University of Toronto May'23 – Aug'23	<ul style="list-style-type: none">. Conducted an accessibility audit using automated and manual tools to uncover breaches of WCAG 2.1 guidelines.. Conducted a heuristics analysis and remote usability testing sessions with different stakeholders.. Identified pain points and areas of improvements and formulated actionable recommendations.. Presented findings and recommendations to leadership.

Education	Master of Information (MI) University of Toronto User Experience Design 2022 – 2024 (GPA: 3.94/4)	Master in Management Ecole Nationale de Commerce et de Gestion de Kénitra Finance & Accounting 2011 – 2016
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