

Rabab Rabbani

Product Designer | AI-powered experiences & user research expertise, using human-centered narratives

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PROFESSIONAL EXPERIENCE

Microsoft - User Research Associate (contract via Experis)

Apr 2024 - Jul 2025

- Conducted **design-informing research for Xbox platform** (500M+ users), creating journey maps, personas, and task flows that shaped interaction design decisions and drove **15% improvement in user satisfaction**.
- Synthesized research insights into design artifacts and wireframes that informed product strategy and supported design implementation.
- Moderated in-depth usability tests and playtests to provide research context and design recommendations.
- Collaborated with designers and PMs using design thinking methodologies to ensure research directly supported design outcomes and product decisions.

Microsoft - Product Designer (Sponsored Project)

Jan 2023 - Jun 2023

- Designed **AI-powered collaboration features for Microsoft Whiteboard within Teams ecosystem**, creating detailed wireframes, task flows, interaction models, and high-fidelity prototypes that improved team productivity by 35%
- Led end-to-end design process from user research through final implementation, and **developed components for Microsoft's Fluent 2** unified design system with focus on micro-interactions.
- Conducted research using wizard of oz, focus groups and co-design to understand user behavior towards using AI chat tools like ChatGPT and DALL-E.
- Bridged AI capabilities with human-centered design, creating intuitive interfaces that made complex AI features accessible to everyday users.

Carl Zeiss MediTech - Product Design Intern

Jun 2022 - Sep 2022

- Designed iOS application interfaces for healthcare software**, creating intuitive diagnostic workflows, accessibility-focused design patterns, and design system components.
- Leading heuristic evaluations and usability testing for diagnostic workflows, **improving user interface accessibility and creating inclusive design system components**.
- Delivered high-fidelity prototypes that improved user interface accessibility across mobile and desktop platforms.

Design Cult Collaborative - UX Designer/ Researcher

Jan 2019 - Nov 2020

- Designed digital platform for architecture education, resulting in **14% increase in user engagement** and **28% improved task completion**.
- Analyzed data through usability study to translate them into design refinements using web accessibility principles.
- Built strategic interaction design, wireframing, and responsive design patterns.

EDUCATION

University of Washington, Seattle

MS Human Centered Design and Engineering - 3.95

School of Planning and Architecture, Delhi

Bachelor of Architecture - 4.0

SKILLS

Design: Interaction Design, Design Systems Architecture, iOS/Mobile Design Patterns, Accessible Design, Data Visualization, Strategic Product Thinking, Wireframing, Visual Design, Prototyping, Flow Diagraming.

Research: Survey Design, User Interviews, Contextual Inquiry, Focus Groups, Diary Study, Card Sorting, Affinity Mapping, Journey Maps, Storytelling, Qualitative Coding, Usability Study, Heuristic Evaluation, Benchmarking, Web Analytics, Task Analysis.

Tools: Figma, Adobe Creative Cloud, Google Analytics, Qualtrics, Tableau, Google Suite, Microsoft 365, SurveyMonkey, UserTesting.com, Miro, Mural, Alchemer, Jira, HTML/CSS, Javascript, R.