

# Saba Alemayehu

## Mixed-Methods User Experience Researcher

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### PROJECTS

#### Google

May 2024-August 2024

##### *User Experience Research Intern*

- Worked on a cross-functional Generative Media team at labs.google to research emerging user needs and workflows for ImageFX and unreleased GenAI concepts
- Delivered actionable insights from a two-hour playtesting, influencing future key iterations for an unreleased product
- Led research design and evaluation for a front-facing editing feature in ImageFX to understand its value and usefulness at its current state
- Developed a framework for team to kickstart remixing behavior research with the potential to expand features across AITK products

#### Interaction Design Association (IxDA)

January 2024-May 2024

##### *UX Researcher*

- Conducted research with IxDA to understand how young adults engage with and develop trust in news on Instagram
- Organized and led analysis on a survey with 70+ responses understanding people's media habits and usage patterns
- Conducted and analyzed 15 interview sessions to gain deeper insights into users' interactions with news on Instagram
- Established design recommendations and presented our findings for discussion amongst IxDA UX professionals

#### United Parcel Service (UPS) (Sponsored Project)

August 2023-December 2023

##### *Lead UX Researcher*

- Led research with UPS to understand the needs of home-based small business owners throughout the shipping process
- Prioritized an aspect of the shipping process and a targeted subgroup of small business owners through user research methods such as competitive analysis, task analysis, affinity mapping, surveys, and in-depth interviews
- Planned and executed usability testing on high-fidelity prototype with users to ensure design requirements were met
- Accomplished developing design recommendations that led to the centralization of shipping information on UPS.com dashboard

#### Federal Financial Aid: Free Application Financial Student Aid (FAFSA)

August 2023-December 2023

##### *UX Researcher*

- Investigated issues applicants face while completing the Federal Student Financial Aid process
- Conducted a task analysis for FAFSA applications by comparing users' behavioral data with and without parental support
- Uncovered complex challenges, including lack of comprehension and support, applicants face while filling out FAFSA
- Collaborated cross-functional team to translate findings to the design of HUMO, a FAFSA application assistant

### RESEARCH EXPERIENCE

#### University of Pennsylvania's MindCORE Summer Research Fellowship

Philadelphia, PA

##### *Research Fellow*

June 2022 - August 2022

- Handled, cleaned, and transformed 150+ data points collected from two Qualtrics Surveys through Microsoft Excel
- Conducted data analysis in R and JASP using statistical tests such as one-sample t-test, Pearson Correlation, and ANOVA
- Presented a poster on Brand Empathy research and the implicit/explicit bias of Apple and Samsung Customers
- Attended weekly seminars and read journal articles on current psychological and brain science research

### CAMPUS & COMMUNITY INVOLVEMENT

#### Georgia Institute of Technology's Human-Computer Interaction Program

Atlanta, GA

##### *HCI Graduate Council Member*

January 2024 - Present

- Elected by 150 peers in the HCI program to represent student concerns to facilitate communication with program directors
- Spearheaded Interview Initiative across HCI program to offer opportunities to practice presenting Portfolio/Projects

### SKILLS

- **Research:** Interview, Survey, Usability Testing, Field Studies, Concept testing, Affinity Mapping, Competitive & Task Analysis, Recruitment, Stakeholder presentation, Qualitative and Quantitative Analysis, Personas, Journey Mapping
- **Technical:** R, HTML, CSS, Statistical and Qualitative Data Analysis, Figma, Miro, Qualtrics, Dscout

### EDUCATION

#### Georgia Institute of Technology

Atlanta, GA

##### *Master of Science in Human Computer Interaction*

Expected: May 2025

#### The University of Georgia, Honors Program

Athens, GA

##### *Bachelor of Science in Psychology, Minor in Sociology, New Media Certificate*

May 2023