

# Maham Khawar



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<https://www.mahamkhawar.com/>

UX Researcher

## SUMMARY

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Mixed-methods UX Researcher with a strong foundation in usability research, accessibility, and digital product design. Combines hands-on industry experience with relevant coursework to deliver impactful insights for web and mobile products, as well as UX gaming. Passionate about creating accessible and inclusive experiences, leveraging methodologies to inform user-centered decisions.

## WORK EXPERIENCE

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### Material

*Associate Design Researcher*

June 2024-Present

- Conduct benchmark usability research for FAANG clients, analyzing cross-platform user experiences to generate key insights that drive product improvements.
- Lead user research to evaluate AI features in advertising products, including creating discussion guides, interviewing advertisers, and analyzing feedback to support product decisions.
- Perform real-time note-taking and qualitative coding during in-depth interviews (IDIs), systematically identifying patterns and extracting actionable insights for comprehensive reports.
- Train and onboard new researchers, providing structured guidance on research methodologies, usability testing protocols, and data analysis techniques to ensure team efficiency and consistency.

### Breakthrough Research

*Research Associate*

August 2023-June 2024

- Conducted a thorough analysis and review of quantitative components, including data scans, questionnaire development, data cleaning, and weighting.
- Supported qualitative (gaming) studies by facilitating focus groups and providing interview support, managing daily field updates, and prescreening potential candidates.
- Skillfully presented data in compelling narratives through strategic story planning and reporting.
- Coordinated seamless communication among managers, programmers, recruiters, and panel partners.

*Market Research Intern*

July 2022 - August 2023

- Assisted in conducting in-depth qualitative interviews with client's users among a variety of products and industries such as tech, gaming, retail, etc.
- Created comprehensive UX and consumer behavior quantitative questionnaires.

## SKILLS

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**Software & Platforms:** Google Suite, Microsoft Office, RStudio, Forsta, Discuss.io, Recollective, UserZoom, Adobe Premiere Pro, Miro, Figma, Sketch

**Research Skills:** Quantitative Survey Design, In-depth Interviews, Usability Testing, Qualitative Data Coding, Recruiting, Prototyping

**Languages:** R, Python, SQL

## EDUCATION

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**University of Washington (part-time)**

September 2025-June 2027

*Master of Science, Human Centered Design & Engineering*

**University of California, Los Angeles**

September 2021-June 2023

*Bachelor of Science, Cognitive Science, Specialization: Computing*

*Minor: Digital Humanities*