

SUZAN KARABAŞAL

WORK

University of Michigan Library

UX Designer

Jan '25 - present

suzan-karabakal.com

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Researched generative AI adoption patterns among researchers through user interviews, informing long-term product planning. Subsequently, designed and tested a library AI chatbot experience, creating initial prototypes and conducting usability studies to refine the experience. Redesigned legacy web interfaces by using and updating the library's design system.

Quantitative UX Researcher

Aug '24 - Dec '24

Analyzed millions of search queries to uncover patterns in search failures, using descriptive statistics and regression analysis to inform algorithm optimization. Examined survey data from 750+ users and worked with product managers to translate insights into feature priorities and product strategy.

UX Research Fellow

May '24 - Jul '24

Led end-to-end UX research for incoming students, combining comparative analysis, interviews, and usability testing to identify friction points in the initial search experience. Designed UI solutions within the existing design system and presented findings to cross-functional teams, resulting in immediate implementation of improved search navigation.

North America Immigration Law Group

Paralegal

Oct '21 - Jun '23

Guided thousands of clients through the immigration process, serving as a primary point of contact and achieving over 90% approval rates for green card applications. Designed reports that complied with federal standards. Led quality assurance processes and trained two new paralegals to streamline petition preparation.

PROJECTS

General Motors

UI/UX Designer

Jan '25 - Apr '25

Explored innovative applications of Ultra-Wideband (UWB) technology for the Chevrolet Silverado EV through competitive analysis and user interviews. Designed an interactive Figma prototype demonstrating UWB-enabled personalized driver profiles. Presented proposals to GM stakeholders, connecting UX solutions to business objectives.

EDUCATION

University of Michigan

Master of Science

UX Research & Design

McGill University

Bachelor of Arts

Linguistics & Political Science

SKILLS

Design Tools: Figma, Adobe Illustrator, Adobe Photoshop, FigJam, Miro, Mural

Development & Analytics Tools: Python, HTML/CSS, Javascript, R, SQL, Google Analytics, Qualtrics, Hotjar

Design Skills: Journey Mapping, Personas, Design Systems, Information Architecture, Usability Testing, Accessibility