

Sana Murad

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Professional Summary:

Senior UX Researcher with experience leading end-to-end UX research in complex, enterprise-scale environments. Expert in both generative and evaluative research using mixed methods (qualitative and quantitative) to uncover key actionable insights and shape digital product strategy. Experienced in writing research briefs, refining research scope, and delivering compelling presentations through PowerPoint or Google Slides. Strong collaborator in Agile teams, partnering closely with stakeholders, design, product teams, and engineering to embed user-centered thinking across the product lifecycle. Currently pursuing CPACC certification to support accessibility-first design.

Education:

- **Master of Science: User Experience Design (UXD)**
Kent State University | 08/2021 | 4.0 GPA
- **Web Design and Development Courses**
Cuyahoga Community College | 12/2017 | 4.0 GPA

Work History:

Eli Lilly (via New Era Technology) • *Remote*

User Experience Researcher

07/2024 - 07/2025

- Led rapid UX research sprints on internal platforms and external customer-facing websites, delivering actionable insights within two-week cycles that directly informed the product design strategy and improvements.
- Conducted usability studies on customer-facing and employee-facing websites, apps and prototypes (e.g., Zepbound, Prescriber Point), uncovering usability issues and proposing design recommendations to improve experiences.
- Created research briefs, scoped plans, and adapted research methodologies to shifting stakeholder priorities while keeping user needs at the core.
- Partnered with scientists to improve specialized internal tools, supporting their unique workflows.
- Supported a company-wide digital transformation initiative by conducting user research with employees, developing personas, experience maps, and adoption strategies.
- Regularly synthesized and presented research findings through PowerPoint and Google Slides decks to cross-functional teams and senior stakeholders, directly informing product decisions.

- Used AI tools selectively to support data analysis, note-taking, and synthesis, while maintaining full researcher oversight to ensure attribution, minimize bias, and protect participant and data privacy.
- Conducted desk research, competitive analysis, and applied design thinking principles.

Cleveland Clinic • Remote

Senior User Experience Researcher

08/2021 - 06/2024

- Designed and executed multi-phase UX research initiatives, including stakeholder interviews, field studies, usability testing, and information architecture evaluations.
- Applied mixed methods research to identify pain points and drive evidence-based design decisions across enterprise-level platforms.
- Analyzed large datasets using spreadsheets and affinity diagramming to uncover behavior patterns and user needs.
- Created personas, journey maps, and low-fidelity wireframes to visualize user experience gaps and inform design recommendations.
- Presented findings and research reports in PowerPoint and Google Slides to stakeholders, directly influencing product prioritization and direction.
- Led and mentored junior team members and designers in research methodology and best practices.
- Collaborated with product managers, engineering, and content teams to embed research into Agile development sprints.
- Advocated for UX and a culture of design thinking and continuous improvement.

SM Solutions • Remote

UI/UX Designer

05/2015 - 08/2021 - Independent Consultant

- Led end-to-end UX design and research for small businesses, managing full product cycles from discovery research through design delivery.
- Conducted user interviews, competitive analyses, and information architecture work to inform wireframes, workflows, and visual design.
- Delivered high-quality, responsive UX designs that improved usability and conversion rates.
- Managed client relationships and maintained iterative research and design cycles.

Cuyahoga Community College • On-site

Adjunct Faculty - Web Design

01/2018 - 08/2021

- Facilitated courses in User Research, UX Design, and WordPress development.
- Guided students through service-learning projects with real clients, applying human-centered design and design thinking.
- Mentored students in research planning, analysis, and design documentation.

Skills:

- UX Research: User Research Interviews, Usability Testing (Moderated and Unmoderated), Surveys, Ethnographic Studies, Diary Studies, Stakeholder Interviews, Benchmarking, and more
- Information Architecture, Card Sorting, Tree Testing
- UI Design, Interaction Design, Wireframes, Low-Fidelity Mockups
- Accessibility Evaluation
- Data Analysis, Affinity Diagramming, Spreadsheets
- Persona Development, User Journey Mapping
- Agile Workflow (Scrum)
- Web Analytics, Quantitative Data Analysis
- Competitive Studies (Market Analysis)
- Surveys
- Drive stakeholder buy-in for UX research
- Persuasive Presentations & Reports
- Mentoring Junior UX Researchers & Designers
- Successful Cross-Functional Team Collaboration
- Prototyping (Figma, Sketch, InVision, Adobe XD, etc.)

Tools:

- **Wireframing & Design:** Figma, Sketch, Invision, Adobe XD, Balsamiq, Adobe Creative Suite
- **Data Analysis, Collaboration & Workshop:** FigJam, Miro, Lucidchart, Spreadsheets
- **User Research & Testing:** UserTesting, UserZoom, PlaybookUX, Optimal Workshop
- **Survey & Data Collection:** UserTesting, Google Forms, SurveyMonkey, Qualtrics
- **Accessibility:** Currently pursuing CPACC certification
- **Productivity:** Microsoft Office Tools, Google Drive Tools