

Sumayah Abdulla

Experience Designer + Strategist

abdullasumayah@gmail.com | sumayahabdulla.com | [linkedin.com/in/sumayahabdulla](https://www.linkedin.com/in/sumayahabdulla)

Work Experience

Capital One

July 2021 - Present

UX Design Associate, Small Business Card

Richmond, VA (Remote)

- Conduct customer research and synthesizing findings into actionable insights
- Design and implement UX solutions to solve business needs

Aperio Insights

March 2021 - June 2021

Research Analyst, Technology and Foresight

Dallas, TX (Remote)

- Researched history, current trends and future forecasts for emerging technology
- Created and presented reports and presentations for clients

SA Studios

January 2017 - March 2020

Graphic Designer

Multiple (Remote)

- Independently-built freelance brand creating visual designs for clients
- Generated both B2B and B2C sales, from logo and business card design to magazine layouts to apparel design, resulting in a 75% repeat client base

Education

The University of Texas at Dallas

December 2020

B.A. in Arts and Technology, Concentration in UX and Interaction Design

Dallas, TX

- *Summa cum laude*, Major Honors, Dean's List (4 semesters)

Published Work

CodeX

February 2021

[“Human Before Artificial: Thoughts on Rana el Kaliouby’s ‘Girl Decoded’”](#).

UX Collective’s ‘Bootcamp’

February 2021

[“5 lessons I learned as a design student that led to success”](#).

AIGA

August 2020

[“How Design Students Can Gain Experience without an Internship”](#).

Professional Affiliations

[The Service Design Network](#) - Member: 2020 - Present

[UXPA](#) - Member: 2019 - Present

[AIGA](#) - Member: 2018 - Present; Conference Volunteer: 2019; Committee Member: 2020-2021

[IxDA](#) - Member: 2018 - Present; Volunteer: 2018, 2019

Key Skills

- Interaction design, wireframing and prototyping
- Strategy and service design tools: affinity diagrams, personas, ethnography, journey maps