ZUHA KHAN

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PROFILE

UX Architect owning experience strategy, information architecture and accessibility across City St George's web estate. Led the architectural consolidation of two universities' websites with two CMSs, 1,750 pages reduced to roughly 700, seven departments aligned including scoping and procuring the £200k agency engagement that delivered it. Manage a £50k annual research budget and a team of two. Design and run my own research: card sorting, tree testing, diary studies and inclusive testing with participants with access needs.

WORK EXPERIENCE

City St George's, University of London

User Experience Architect 11/2024 – Present

- Led the information architecture consolidation behind the City and St George's merger: two websites across two separate CMSs, 1,750 pages reduced to roughly 700, aligning content standards across seven departments. Ran card sorting and tree testing with 20+ participants; task completion rose from 55–60% to 80%.
- Scoped and procured a £200k agency engagement to deliver the migration over six months, owning the commercial relationship and sign-off alongside a £50k annual research budget covering testing platforms and consultancy.
- Led the redesign of the course pages and course finder — 500–600 UG, PGT, PGR and short course pages carrying 80k views a month, the highest-traffic area of the site. Replaced separate pages per course type with content that adapts to the user's location and intended study mode. Tested with 50 participants across stages; shipped October 2026.
- Own WCAG 2.2 AA conformance and accessibility statements across City, Bayes and associated sites, holding AA through the two-CMS migration. Co-designed an accessibility training course for content editors with the central accessibility team; independent audit scheduled for 2027.
- Led accessibility testing for Knowbot, an AI assistant now live on the Student Hub and Bayes sites, running in-person sessions with 10 participants with access needs in the in-house interaction lab. Fixes made before launch included a keyboard trap on Escape, incorrect tab order and missing auto-scroll.

University of Nottingham

UX/UI Designer (Digital and Marketing) 09/2022 – 11/2024

- Mapped as-is and to-be processes for UoN Online, working with service owners to identify duplication and hand-off points across the student journey.
- Ran user research across web and app — interviews, surveys, journey mapping and usability testing — to shape solutions across the university's digital estate.
- Used Google Analytics and Adobe Analytics to analyse behaviour and inform design decisions in student recruitment areas.
- Ran A/B testing and user segmentation on the UoN UK homepage to validate hypotheses against conversion rates and time on task.
- Established an empathy lab to embed inclusive design practice across web and mobile platforms, and presented to senior management on UX maturity and its impact on institutional objectives.

Bridges For Enterprise

UX Designer 02/2023 – Present

- Established a unified design system, including brand guidelines, component libraries, and UI patterns to streamline the design process and maintain brand integrity.
- Spearheaded a culture of knowledge sharing within BfE, hosting regular workshops and training sessions to disseminate UX best practices, empower team members with valuable insights, and foster a collaborative environment dedicated to continuous improvement.
- Employed tree testing methodologies to assess and refine the information architecture of the BfE website, enhancing navigation pathways and content organization to ensure seamless user interaction and streamline access to critical resources and information.

SKILLS

Strategy and architecture

- Information architecture and taxonomy
- UX strategy and standards
- Process and journey mapping
- Design systems
- Interaction design
- Prototyping

Accessibility

- WCAG 2.2 AA
- Accessibility statements and conformance
- Inclusive research with participants with access needs
- Siteimprove

Research

- User interviews
- Usability testing ·
- Card sorting and tree testing
- Diary studies
- A/B testing and segmentation
- Workshop facilitation

Tools

- Figma
- Squiz
- UserTesting.com
- Optimal Workshop
- Google Analytics, Adobe Analytics, Hotjar
- Miro
- Jira, Wrike
- HTML/CSS/JS
- Agile (Scrum, Kanban)

EDUCATION

University of St Andrews **UK**
MSc Computer Science (HCI)
Distinction, Deans List for Academic Excellence

Aligarh Muslim University **India**
BSc (Hons) Computer Applications
9.3/10 CGPA, Gold Medalist

ACHIEVEMENTS

- Stepping into Leadership Distinction Holder – Cohort 2024, University of Nottingham
- Winner of HackData 5.0 - 2021 organized by Shiv Nadar University, India amongst 76 teams
- LedBy Fellow (Indian Women Leadership Incubator) – 2021 Cohort