NUZHAT TABASSUM NAWSHIN
Cartographer | Aspiring UX Designer

✉ *Email*   📞 **+16089822068**   in *LinkedIn*   📁 *Portfolio*

CAREER OBJECTIVE

Aspiring UX designer with proven ability to conduct usability evaluations, design prototypes and narratives, and solve user problems. Adept at empathizing with user needs, collaborating across teams, and solving complex problems to create intuitive designs. Seeking to leverage my analytical and interpersonal skills to contribute to meaningful user experiences.

AREAS OF INTEREST

User-centered design, Visual storytelling, GIS

EDUCATION

Ph.D. Student (Cartography)
University of Wisconsin-Madison
August 2022 – current
Current CGPA: 4.00
Advisor: Prof. Dr. Robert E. Roth

M.Sc. in Cartography
TU Munich, TU Vienna, TU Dresden and University of Twente
October 2017 – March 2021

B.Sc. in Geography and Environment
University of Dhaka, Bangladesh
January 2012 – August 2016

RELEVANT COURSES

Interaction Design Studio, Graphic Design in Cartography, Cognitive Cartography (seminar), Mobile and Web Cartography

WORK EXPERIENCE

Project Assistant   *May 2023 – current*
University of Wisconsin Sea Grant Institute
- Conducting competitive analysis and background research to develop a locative audio walking tour app
- Designing and conducting user evaluations with the prototype
- Creating tour content – scripts, maps, illustrations and photos
- Redesigning the prototype using HTML, JavaScript, and CSS to educate users about green stormwater infrastructure in Shorewood, WI

Cartographer/Student Assistant   *August 2022 – current*
University of Wisconsin Cartography Lab
- Creating custom printed maps tailored to client needs
- Attending peer feedback sessions to critique and refine designs

Reader/Grader   *May 2023 - August 2024*
Course: GEOG 370 – Introduction to Cartography
Dept. of Geography, UW-Madison
- Evaluating designs and providing constructive feedback

Teaching Assistant   *August 2022 – May 2023*
Course: GEOG 370 – Introduction to Cartography
Dept. of Geography, UW-Madison
- Guiding students to use ArcGIS Pro and Adobe Illustrator

Geoinformation Lab Tutor   *November 2019 – February 2020*
Geoinformation lab, TUM, Germany

GIS and Data Entry Associate   *March 2016 – October 2016*
House of Consultants Ltd. (HCL), Bangladesh

SKILLS

Design and Visualization Tools: Figma (currently learning), Marvel, Sketch (beginner), Canva, Adobe Illustrator, Photoshop, InDesign, Tableau, Carto

Mapping and GIS tools: ESRI ArcGIS software suite (Pro, StoryMaps, Experience Builder), QGIS, Mapbox Studio, ERDAS Imagine

Programming and technical skills: familiar with HTML, CSS, JavaScript, PostgreSQL, Python, Unity (basic)

UX Methods: Contextual inquiry, affinity diagramming, personas, sketching, storyboarding, prototyping, interview, survey, focus group, usability testing

Languages: English (C1), German (A2), Bengali (native), Hindi (conversational)

CONFERENCE TALKS

AAG 2024 (Honolulu) - UCD of Locative Audio for Mobile Cartography
WLIA 2024 (Green Bay) - Cartography for Adaptive Management in Wisconsin
ICC 2023 (Cape Town) - Map-based Storytelling using Augmented Reality