

Kashaf Usman

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Education

Masters of Science in Information Science and Technology University of Michigan - Ann Arbor School of Information	Dec 2024
Bachelor of Science in Information Science and Technology University of Michigan - Ann Arbor School of Information	May 2023

Experience

Portfolio Manager – Wealth Reimagined Group Clinton Township, MI	April 2025 - Present
<ul style="list-style-type: none">Conduct comprehensive investment research to inform portfolio construction and management decisions, including financial statement analysis, financial modeling, and site visits.Develop and implement investment strategies aligned with client objectives, utilizing advanced analytics tools to monitor portfolio performance and identify optimization opportunities.Collaborate with cross-functional teams and stakeholders, including Osaic, to ensure cohesive investment approaches and effective communication of portfolio insights.	

UX Design and Research Intern - Moveyourbody Chicago, Illinois	June 2023 - August 2023
<ul style="list-style-type: none">Conducted in-depth user research and usability testing to identify key friction points in website interaction.Developed high-fidelity prototypes using Figma, ensuring accessibility and usability for diverse audiences.Applied information architecture principles to redesign navigation and improve site structure.Created detailed storyboards and wireframes to visualize user journeys and optimize user flows.	

Design and Office Assistant - University of Michigan Ann Arbor, Michigan	Jan 2023 - May 2023
<ul style="list-style-type: none">Provided administrative support, including data entry, filing, and document scanning.Created original newsletter designs using Canva for internal communications.Developed and maintained databases to streamline information management.Managed data collection and performed qualitative research to optimize user engagement strategies.	

User Research & Data Analyst Intern - Elevation Strategies New York City, New York	May 2022 - August 2022
<ul style="list-style-type: none">Led qualitative and quantitative user research to understand customer needs and pain points.Analyzed data from 10K+ users, applying statistical methods and affinity mapping to identify key insights.Utilized geographic data analysis to assess user behavior trends and inform UX strategy.Synthesized research findings into detailed reports, presenting actionable recommendations to stakeholders.	

Additional Technical Skills

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- UX/UI Design: Figma, Adobe XD, Wireframing, Prototyping, Information Architecture
 - User Research & Testing: Usability Testing, A/B Testing, Affinity Mapping, Storyboarding
 - Programming & Web Development: HTML, CSS, JavaScript, MySQL, Python, Java, C++
 - Data Analysis & Visualization: SQL, Google Analytics, Research Methodologies
 - Administrative & Design Tools: Microsoft Office Suite, Canva, Notion, Jira,