

# Sanaa Asim

Interdisciplinary designer, researcher and linguist

I have 3+ years of experience in creating place-based interactions and facilitating workshops according to user needs.

I find my purpose in understanding and communicating the spaces *in-between* disciplines and cultures, and incorporating that knowledge into the co-design process.

## Experience

### **Designer in Residence, Challenge Lab UAL, London**

Oct 2022 - July 2023

Led and managed a funded research project called "Around the Corner", exploring how teenagers can use their unique experience of the city to inform the design of public spaces.

- Developed a methodology for engaging teenagers, using an Action Research framework, co-designing new public seating with them.
- Conducted field-research and interviews with local secondary school students, learning about how current public spaces are perceived.
- Designed and led workshops, embedding embodied and tacit knowledge into the design process.

### **Lead Diversity & Inclusion Officer, OXAI, Oxford**

May 2020 - May 2021

Oxford Artificial Intelligence Society (OXAI) is the largest student AI society in Europe.

- Initiated and organised a mentorship program for underrepresented students with Microsoft UK.
- Liaised with internal and external stakeholders to enable wider opportunities for students of a BAME background.
- Organised a series of talks looking at the role of indigenous knowledge in the future of AI.

### **Project Manager & Translator (Intern), Pretia Inc., Tokyo**

July 2019 - September 2019

Pretia Inc. is an AR startup based in Tokyo. They develop games and experiences, alongside an AR Cloud platform, pushing the possibilities of AR to the next level.

- Managed the English localization of the flagship game, Sara and the Mysterious Hacker Club. This involved translating all of the content and altering the narrative to make sense in English, redesigning the puzzles to match an English cultural context and creating promotional content in AR.
- Conducted field research in the form of location reconnaissance, mapping, focus groups and interviews.

## Skills

### **Research skills:**

User research design, Contextual inquiry, Interview facilitation, Data Analysis & Visualisation, Usability testing, Workshop facilitation, Collaborative mapping, spatial prototyping,

### **Technical skills:**

InDesign, Figma, Photoshop, Premiere Pro, Spark AR, Visual Studio Code, Miro, Google Suite, HTML & CSS, Alteryx, Aegisub.

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## Education

### **MA Global Collaborative Design Practice**

*University of the Arts London, (2021-23)*

### **BA German and Arabic**

*University of Oxford, (2017-21)*

Graduated with Upper Second Class Honours

Recipient of the Crankstart Scholarship

## Languages

**English** (Fluent, C2)

**German** (Fluent, C1)

**Japanese** (Fluent, N3)

**Arabic** (Proficient, B2)

**Urdu** (Proficient, B1)

## Achievements

Oxford Foundry Student Fellow

(Oct 2020 - June 2021)

Responsible for co-creating programmes and initiatives with the Oxford Foundry, the University of Oxford's centre for entrepreneurship.