

Urooj Haider

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Experience

UX Strategist @[AirHealth](#) - Boston, MA

Oct 2025 - May 2026

B2C adaptive wellness platform using AI and computer vision to deliver personalized movement coaching and real-time feedback.

- Led mixed-method UX research to identify adoption barriers and engagement drop-off patterns in existing wellness platforms, and conducted beta testing of the AIR Health mobile app.
- Collaborated with product and engineering teams to translate research findings into system-level improvements, improving alignment between user needs and product experience architecture.

Research Assistant @[Plural Connections Group](#) - Boston, MA

Sept 2024 - May 2026

School district rezoning project using community research to inform boundary redrawing decisions for **51k+ students**.

- Synthesized **13k+ survey responses** and **170+ hours of community listening sessions** to extract stakeholder priorities and inform residential boundaries redrawing decisions.
- Developed AI-assisted qualitative analysis pipelines, and a RAG-based search system, to organize and synthesize large-scale unstructured data.
- Translated mixed-method research findings into structured insights and recommendations used in executive and board-level decision processes.

Founder @[VenFound](#)

Jan 2023 - May 2026

- Built and launched **20+ MVPs** across EdTech, healthcare, marketing, real estate, and AI, leading projects from discovery and user research through design, development, and deployment.
- Scaled company annual revenue to **over \$50k** through strategic client partnerships and successful product delivery.

Product Builder @[AltVentures](#) - Lahore, Pakistan

Jun 2022 - May 2024

- Led product strategy, UX research, design, and development for 4 startup ventures, partnering with founders and stakeholders to transform business needs into user-centered digital solutions.
- Designed and launched Alt Find, an **AI-powered hiring platform** designed to help companies source, evaluate, and recruit technical talent more efficiently through automated screening and assessment workflows.
- Optimized resume standardization workflows for Adam Smith International by developing an **AI-powered resume formatting platform**, reducing manual effort by **67%**.

Selected Projects

Beyond the Prompt - MFA Thesis @ Northeastern University

Sept 2025 - April 2026

- Designed and conducted a mixed-methods study exploring how undergraduate design students at Northeastern University use generative AI in educational workflows.
- Performed quantitative and qualitative analysis including survey analysis, Pearson correlation, regression analysis, and Braun & Clarke thematic analysis.
- Designed Reflect AI, an intervention tool encouraging reflective and intentional AI use through visualization of AI interaction behaviors.

Education

Northeastern University — MFA Experience Design

Sep 2024 - May 2026

Lahore University of Management Sciences — B.S. Computer Science

Sept 2018 - Jun 2022

Skills & Toolkit

- **Core competencies:** wireframing, prototyping, end-to-end flows, user research methods (usability testing, interviews, surveys, field research), data-driven design, product thinking, mixed methods research, customer experience design
- **Tools and technical:** Figma, Mixpanel, Google Analytics, UserTesting, Dovetail, Framer, HTML/CSS, JavaScript
- **Soft skills:** communication, organization, problem-solving, adaptability
- **AI tools:** Claude Code, Cursor, Lovable, Open AI