

Nohra Murad

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EXPERIENCE

Senior Human Factors Engineer - Baxter International, Remote - United States **May 2024 – Present**

- Co-led human factors (HF) and usability efforts for 510(k) submission for a Class II legacy stress testing system, including developing use-related risk analysis, formative study documents, and cross-functional share-out reports
- Authored IFU and service manual changes and kickstarted interdisciplinary software and design changes informed by findings of HF usability testing
- Saved over \$4,000 after re-evaluating product context of use and identifying major user group redundancy
- Developed multi-part HF and usability resources intended for training non-HF team members on HF testing

Contract UX Researcher - Ipsos, Chicago, IL **Feb – May 2024**

- Provided moderating, note-taking, and project management services for a social media client for usability studies for an advertising platform and mixed-reality experiences
- Built framework in Microsoft Excel to track real-time study progress and task success across nine international study teams, 100+ tasks, and 392 participants for a benchmark usability study

UX Researcher - Bold Insight, Downers Grove, IL **Aug 2021 – Jan 2024**

- Moderated over 230 usability sessions for medical devices and consumer products using qualitative and quantitative methods and generated 100+ root cause tables for residual risk analysis and HFE/UE reporting
- Applied qualitative methods to conduct exploratory research for consumer product concepts and Figma prototypes, identify data trends, and synthesize findings to develop recommendations for client stakeholders
- Self-initiated development of standardized project management templates with buy-in from senior project managers and partners, which developed into a company-wide project management presentation

Human Factors Engineering Intern - Emergo by UL, Chicago, IL **Jun – Aug 2021**

- Applied human factors and usability testing theory and methodology for medical devices and combination products according to FDA and ISO/IEC standards

Research Associate - Core Human Factors, Bala Cynwyd, PA **Oct 2020 – Mar 2021**

- Developed formative and validation study documentation for medical devices and combination products, including task analyses, use-related risk analyses, and study protocols
- Moderated simulated-use sessions with study participants to collect safety and usability data

Founder and Owner - Camino Kombucha, Philadelphia, PA **May 2018 – Apr 2020**

- Launched kombucha brewery with \$80,000 in acquired capital from personal network and lenders
- Designed and managed manufacturing and quality control processes and protocols
- Placed second in Drexel University StartUp Fest pitch competition, winning \$7,500 in investment out of 25 competing student-run start-ups

SKILLS

- **Human Factors Expertise:** HFE/UE documentation • HF/UX study facilitation • IFU development and validation
- **Software/Platforms:** Microsoft Office • Figma • User Interviews • Userzoom • Monday.com
- **Data Analysis:** Root cause analysis • Microsoft Excel • Python • MATLAB • survey programming

EDUCATION

Drexel University - Dual Master and Bachelor of Science (BS/MS) in Biomedical Engineering

Cum Laude, Honors with Distinction, Master's thesis option

Concentration in Biomechanics and Human Performance Engineering

Minor in Science, Technology, and Society

Philadelphia, PA

Graduation: June 2019

Cumulative GPA: 3.66

AFFILIATIONS

Human Factors and Ergonomics Society (HFES) - Associate Member, Local Chapter Committee Volunteer

Society of Women Engineers (SWE), Drexel University - Collegiate Member + variety of leadership positions, including Secretary, Public Relations Director, and Professional Development Committee Member