Haya Tariq

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SUMMARY

Cognitive Science graduate student with interdisciplinary experience across UX research, data analysis, and applied machine learning. Experienced in conducting user research, usability testing, and data-driven analysis to inform design and technical decisions. Strong background in translating complex findings into clear, accessible, and human-centered digital solutions.

EDUCATION

University of Toronto   **Toronto, ON**
Honours Bachelor of Science, Cognitive Science   **Sep 2021 – June 2026**
- Minors: Computer Science, Digital Humanities

CERTIFICATIONS

UofT SCS Artificial Intelligence   **Oct 2025 – Aug 2026**

UofT SCS Data Science   **June 2025 – Dec 2025**

MAJOR PROJECTS

- Employee Absenteeism Prediction Models *(ML, Python, TensorFlow)*
- Credit Buddy Management App *(UX Design, Figma)*
- TTC Subway Delays Analysis *(Data Analysis, Pandas)*
- UFO Sightings Interactive Visualization *(D3.js, HTML/CSS)*
- Isabella Stewart Gardner Museum Heist *(Digital Humanities, Omeka Neatline)*

EXPERIENCE

H5P Digital Textbook Volunteer   **Toronto, ON**
University of Toronto Libraries   **Jan 2025 – Apr 2025**
- Designed interactive H5P learning activities (quizzes, drag-and-drop, timelines) for a digital Italian food studies textbook.
- Applied instructional design principles to improve student engagement and comprehension.
- Reviewed and edited content for clarity, accuracy, and usability in an academic context.

Research Assistant   **Toronto, ON**
Department of Near and Middle Eastern Civilizations   **Oct 2024 - Apr 2025**
University of Toronto
- Supported faculty research using the KITAB digital corpus to analyze textual reuse in classical Arabic literature.
- Learned and applied a new digital humanities tool for large-scale textual analysis and comparison.
- Produced regular analytical reports contributing to research on intellectual transmission in early Islamic history.

UX Design Study Abroad Program   **Berlin, Germany**
Designing Systems for Real World Problems   **Jul 2024 - Aug 2024**
- Collaborated in a 5-person team to design a user-centered solution, progressing from problem definition to final design.
- Conducted literature review and primary user research (interviews/usability testing) to define requirements and personas.
- Designed and iterated low- and high-fidelity Figma prototypes based on usability findings.

SKILLS

DESIGN & VISUALIZATION
- Figma
- Tableau
- Omeka Neatline

PROGRAMMING & DATA
- Python
- SQL
- Javascript
- HTML/CSS
- Tensorflow

RESEARCH & ANALYSIS
- User Research
- Usability Testing
- Exploratory Data Analysis

MACHINE LEARNING
- Classification
- Regression
- Clustering

FLUENT LANGUAGES
- English
- Arabic

INTERESTS
- Textile arts (cross-stitch, crochet, knitting)
- Painting
- Swimming
- Comics/Animation