

2026

UX Research & Design Portfolio

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About Me



Majda Osoble

UX Designer & Researcher

CREATIVE

DETAIL-ORIENTED

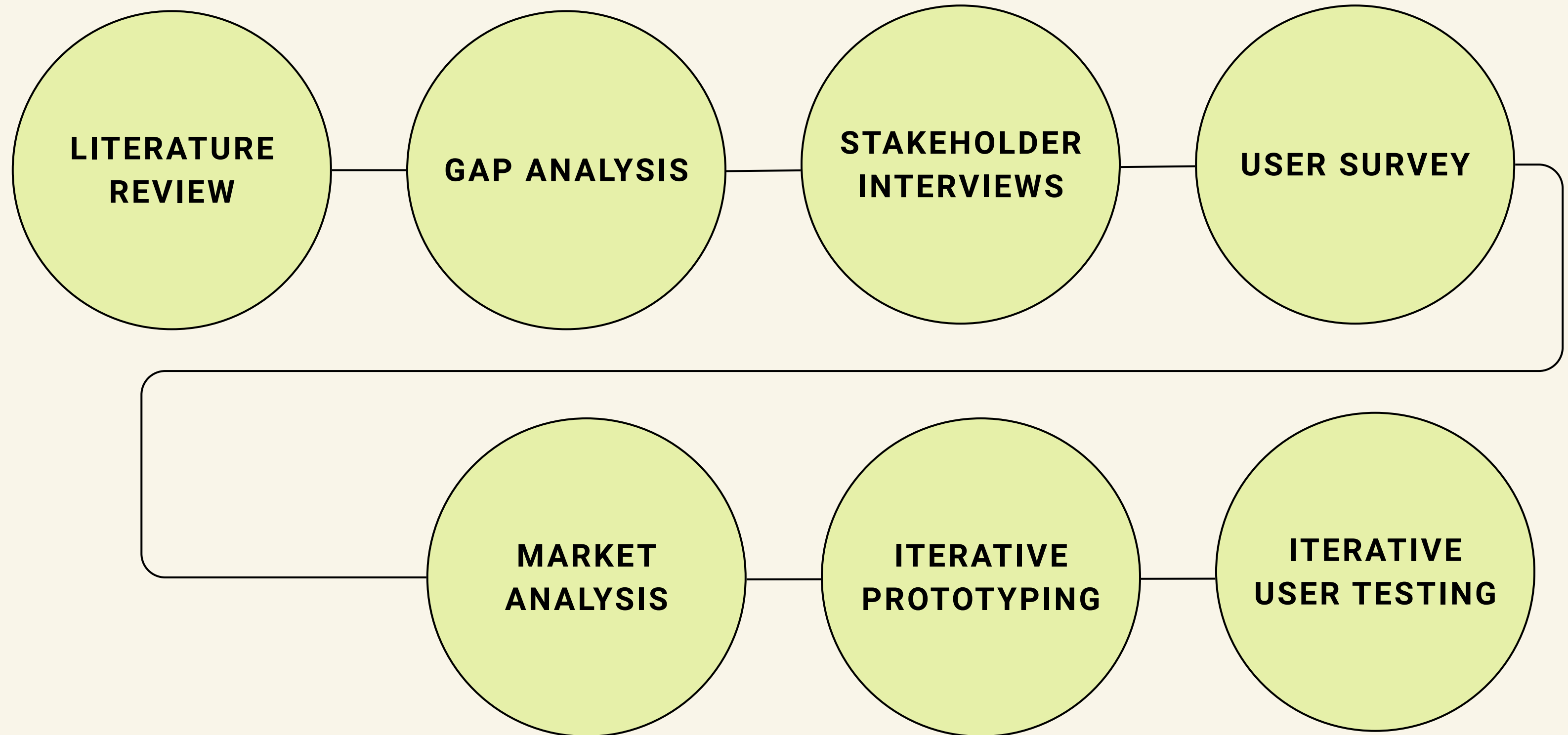
COLLABORATIVE

Human-centered designer and researcher with experience spanning across academic, industry, and community design projects, from early research through prototype and delivery.

I have a background in AI and software engineering with an avid interest in human-centered design and research, currently pursuing design research.

I graduated from the University of Sharjah with a bachelor's degree in Computer Science. On the side, I also pursue film photography with documentation and storytelling being my focus.

Research Methods



Case Study 1: R3V3RS

A PERSONALIZED HYBRID LEARNING PLATFORM DESIGNED FOR THE
POST-COVID CLASSROOM.

Role: Team Member

Team: 4 people (of 11 youth innovators selected nationwide)

Timeline: October 2020 - March 2021

Context: Youth Design Collective apprenticeship

The Problem

Traditional education systems were not designed with diverse learning styles in mind. When COVID forced a shift to hybrid learning, these gaps became impossible to ignore, the students struggled to keep up, teachers were stretched thin, and parents had little visibility into their children's progress.

The challenge was not simply moving the classroom online, but rethinking how learning could better serve all students.



Research & Insights

Who we spoke to

We talked to the people living this problem every day including students, parents, and teachers across multiple schools.

How: Interviews and surveys.

What we heard

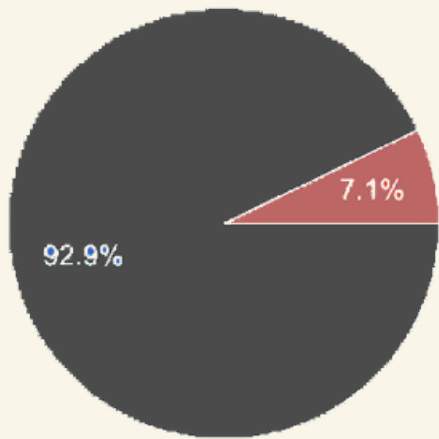
- “Why would any student put in the spare time and energy into doing extra studying at their own time for no credit... what’s in it for the students?”- 8th grader
- “How can this be more accessible to low income individuals?” -Mohammad

The picture that emerged: students weren't struggling because of the content. They were struggling because the system didn't account for how they individually learned best, and what fit their needs.

Research & Insights

Would you if given a choice be more likely to study in the way you like or follow the fixed course structure

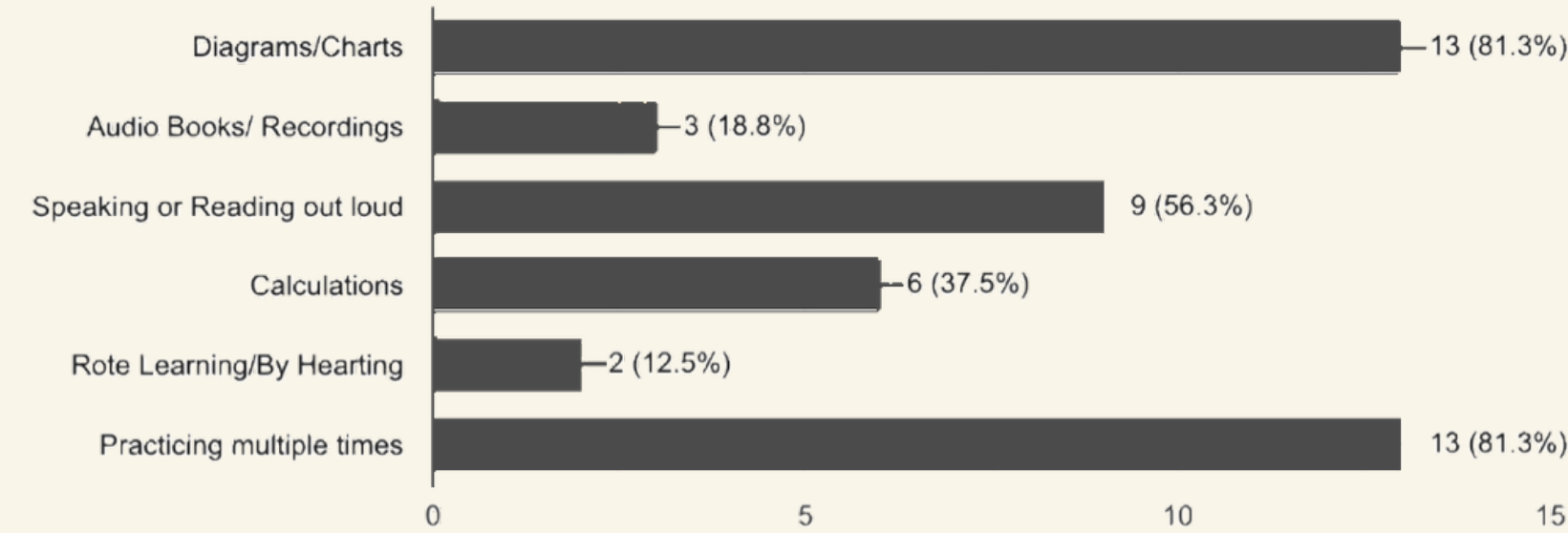
14 responses



- Study based on self interest
- Study based on fixed course structure

What helps you most while studying (Select all relevant ones)

16 responses



Clustering and Synthesizing

From our interviews and surveys we generated over 100 ideas. We clustered and synthesized these into patterns, looking for the tensions and themes that kept surfacing.

Some of our initial ideas included:

- Scholarships and grants
- Devices that included all the learning tools
- Virtual learning assistants

These ideas pointed us toward a clear direction, and we eventually landed on a single HMW.



Design Direction

HMW

How might we assist students with their learning according to their strengths?

This framing changed things. We weren't designing a better version of the existing system, we were designing for individual learning strengths rather than standardized performance.

We realized that less content delivered better, to learners who could actually absorb it in ways that worked for them.

Our guiding vision: Quality over Quantity.

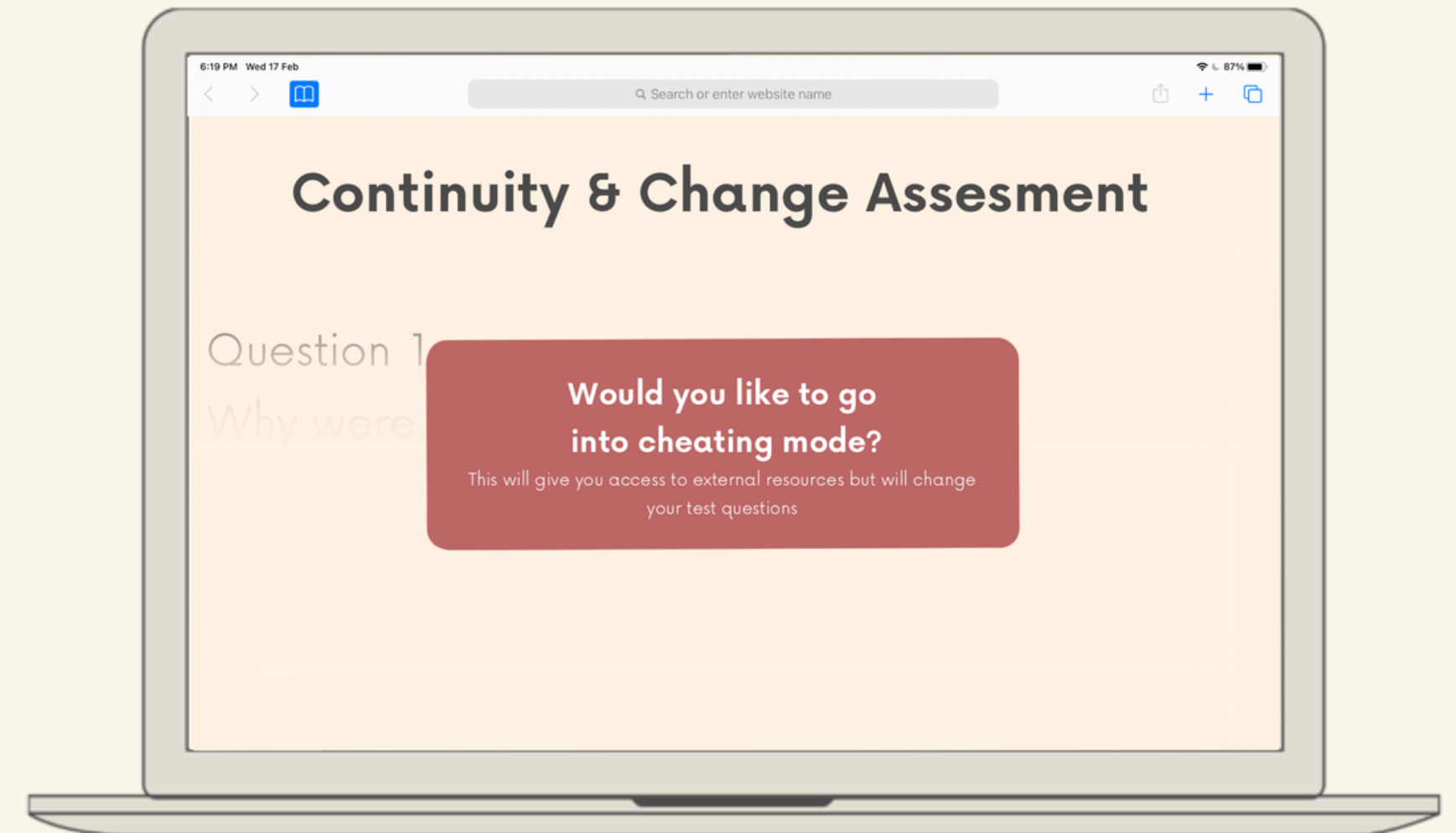
Prototype

We built low-fidelity prototypes and put them in front of real users quickly.

The feedback was immediate and sometimes uncomfortable, which was exactly what we needed.

One of our most debated features was the open-book test option, which we called the 'cheating button.' Rooted in our research insight that traditional memorization-based assessment fails diverse learners, this feature was deliberately provocative.

It generated significant feedback during testing, which became one of our richest sources of iteration. Rather than removing it, we refined how it was presented and contextualized within the platform.



Prototype - Final Solution

What exactly is R3V3RS?

- A personalized learning assistant catered specifically towards each student in respect to their learning style
- A guide to a comfortable learning system.
- An all-in-one platform where students can search, investigate, learn and take tests.
- A platform where teachers can better their relationship with students

With R3V3RS, we envisioned a new era of personalized learning.



Outcomes and Reflections

Our final prototype was presented to the UAE Minister of Artificial Intelligence. His feedback prompted a final round of iteration before we concluded the program.

What I learned

This was my first experience running a full design thinking process with real users. It taught me that good design starts with listening, the most valuable insights came not from our own assumptions but from the students, teachers, and parents we spoke to.

What I'd do differently

Spend more time in the research phase before moving to ideation. With over 100 ideas generated, we had plenty of directions to explore, but more focused research upfront might have helped us discover more pain points, and converge faster.

What this project opened up for me: a genuine interest in how design can reshape systems that affect people's lives

Case Study 2: DreamWeaver

AN HCI SYSTEM FOR INTERACTING WITH THE SUBCONSCIOUS
DREAMING MIND TO ENHANCE CREATIVITY AND PROBLEM-SOLVING.

Role: Research Lead and Team Member

Team: 3 people

Timeline: Spring 2025

Context: Academic HCI capstone project

Overview

While Human-Computer Interaction (HCI) has evolved to support productivity, collaboration, and mindfulness during waking states, it has largely overlooked the subconscious mind as a design space.

Specifically, the dream state, particularly REM sleep, offers rich, symbolic, and associative thinking that can support ideation and innovation, but current systems do not actively or ethically engage with it. We saw an opportunity to fill that gap. This led us to our problem statement

How might we design an HCI system that enables users to interact with their subconscious dream states in order to enhance creativity and problem-solving?

Research & Insights

Literature Review & Existing solutions

We began with a comprehensive literature review spanning HCI theory and sleep science.

- Neuroscience studies show that REM sleep enables associative thinking by reactivating neural networks involved in memory and emotion
- Targeted audio cues are reported to enhanced creativity and improved task performance after dream-guided sessions.

User Insights

We conducted a survey of participants from relevant user groups (designers, students, engineers). The findings support both the existence of the problem and openness to a subconscious interaction system.

- 80% of participants face creative fatigue regularly. Most already benefit from dream insights.
- There is broad openness to dream-guidance systems, with over 99.9% being open or partially open to using such tools.
- 93.3% of participants say that ethics and privacy are critical to adoption.

Design Direction

User Needs

From our research, we identified the following core needs:

- Tools that can engage subconscious creativity non-invasively during sleep
- Personalized symbolic cue systems to subtly influence dream content based on user-defined problems
- A structured journaling interface that helps users capture, tag, and reflect on dream insights
- Comfortable and ethical wearable hardware that ensures privacy, control, and comfort
- Integration into creative workflows without feeling intrusive or clinical

Design principles

This led us to our core design principles and feature set:

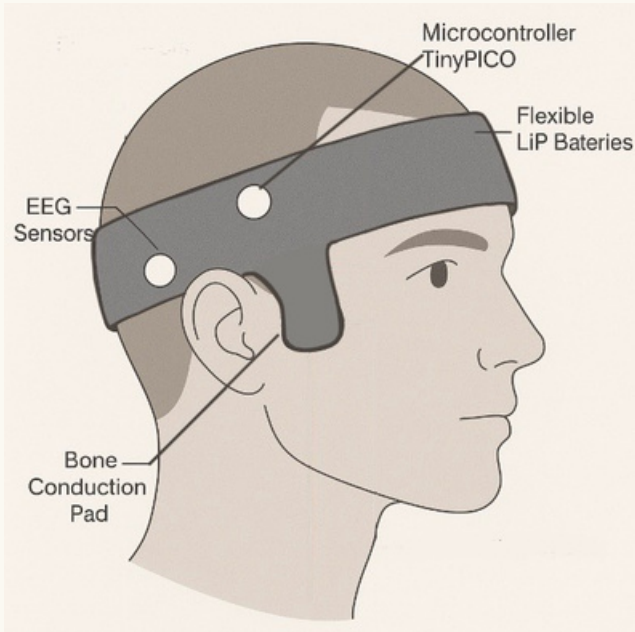
- A sleep wearable that delivers personalized sensory cues non-invasively
- A companion app for pre-sleep problem setting, dream journaling, and insight capture
- A privacy-first architecture giving users full control over their data

Our guiding direction: design a system that works with the dreaming mind, not around it.

Prototype

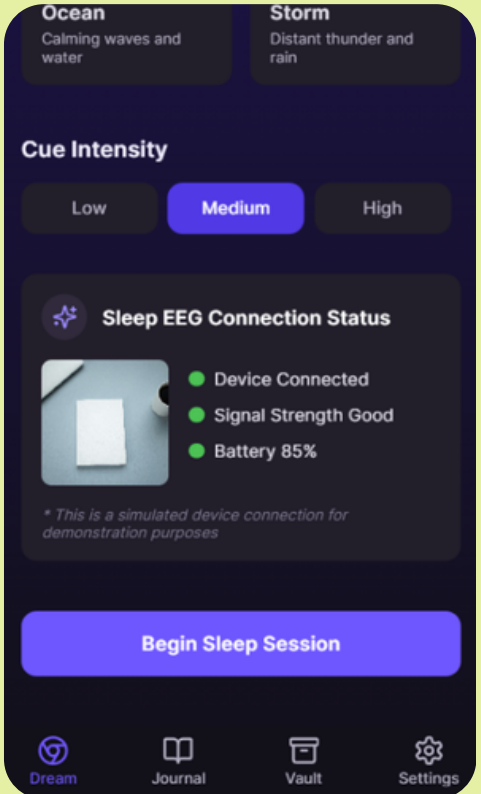
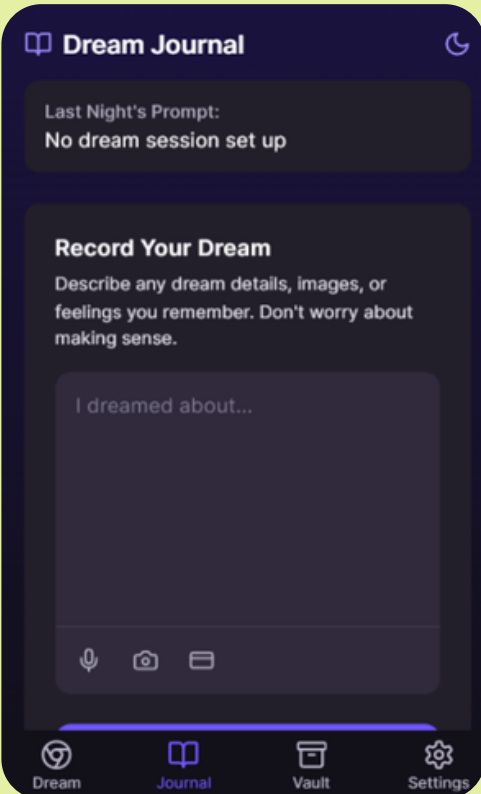
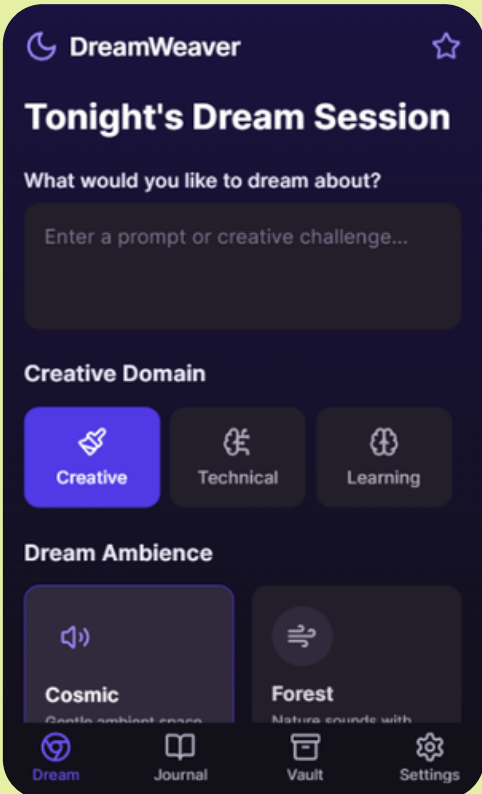


Version 1



Version 2

The Wearable (mock-ups)



The Companion App

A user's experience might look like this:

Sarah, a freelance brand designer, enters her creative brief into DreamWeaver before sleep and selects themes like "minimalism" and "nature." While she sleeps, the system delivers subtle audio cues like "purity," "leaf," "green" during REM. She wakes up and sketches the logo concept that came to her in the night.

Outcomes and Reflections

By the end of this study, we had achieved a fully researched and prototyped concept system grounded in HCI theory, sleep science, and user needs.

Limitations

DreamWeaver remains a concept prototype. Key open questions include whether sensory cues can reliably influence dreams without disrupting sleep, how to validate creative outcomes, and how to handle sensitive sleep data ethically, all of which would require dedicated research and clinical collaboration to resolve.

What I'd do differently

Involve users earlier in the hardware design process. The wearable concept was largely researcher-driven.

Real user input on comfort, trust, and willingness to wear technology during sleep would have meaningfully shaped the design.

Thanks for your time!

**Want to hear more about my experience
or what I'm looking for next?**

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