

RAYYAN SHAIKH

Stockholm, Sweden | +46 76 045 76 93 | rayyan.shaikh@hotmail.com | www.linkedin.com/in/rayyanshaikhs

EDUCATION

Masters of Science, Human-Computer Interaction | Uppsala University - Expected GPA: 3.3

Expected November 2026

Thesis: Researched Design Influence of LLMs in a Traditional Football Scouting Environment For Executive Decision-Making

Relevant Courses: Social Science Research Methods, Interaction Design, Ethical Design, Human-Computer Interaction

Bachelors of Science, Computer Science | Leeds Beckett University

2023

Dissertation: Cloud-Native Intrusion Detection System utilizing Amazon Web Services (AWS)

Relevant Courses: Object-Oriented Programming, Mobile Development, Computer Network Architectures, Cloud Computing

WORK EXPERIENCE

Apple Inc.

June 2026–Present

Specialist | Stockholm

- Uncovered customer needs through targeted questions and match them with tailored Apple products and services.
- Translated complex features into clear, relevant guidance for first-time buyers and power users, building product confidence and trust.
- Coordinated with sales, technical support and operations teams to support a consistent journey from first interaction through purchase and setup.
- Used recurring customer feedback to refine service approaches; maintain current knowledge of the Apple ecosystem.

EXTRA-CURRICULAR ACTIVITIES

Vista Equity Partners Job Simulation

October 2026

AI in Action | Business Operations Associate, Forage

- Completed **Vista's Portfolio Operations AI simulation**, applying its **Ask, Context, Examples and Desired Output** framework to **NPS survey feedback**.
- Used prompt iteration to improve clarity and relevance by **more than 50%**, evaluating output accuracy, tone and usefulness for executive insights.
- Built and tested repeatable **ChatGPT** and **Copilot** workflows for news aggregation, data reconciliation and qualitative summaries, adding guardrails to reduce errors and improve stakeholder usability.

Boston Consulting Group Job Simulation

September 2026

Digital Transformation | Associate, Forage

- Researched how food-and-beverage apps use digital features to increase customer engagement and help address declining sales at **CoffeeCo**.
- Analyzed **customer pain-point data** and recommended which issue the proposed app should solve.
- Reviewed and prioritized app features, then used **Trello** to organize an **agile project-management plan** for the proposed app.

UNIVERSITY PROJECTS

Credibilis

January –March 2025

UX Lead | Uppsala University

- Led **user interviews** and desk research on trust in news, using **journey mapping** and synthesis to clarify user needs for Credibilis.
- Facilitated an **agile project plan** by coordinating team responsibilities, timelines and iterative design work.
- Applied human-centred and **ethical design principles** to shape transparent source cues and contextual news features, then iterated a **high-fidelity prototype**.

MeloMate

September 2025

UX Lead | Uppsala University

- Led user research for an **AI companionship app** aimed at addressing loneliness among **older adults**, carrying insights through the design lifecycle.
- Facilitated agile planning and organized team responsibilities and timelines to keep research and design work coordinated.
- Led the design process using human-centred principles, from concept development through iterative refinement to the final project deliverable.

Uppsala Women's Shelter

November 2025

Project Lead | Uppsala University

- Led **audience-focused research** to ensure **Instagram campaign** content about **domestic violence** was understandable without raising suspicion.
- Facilitated **agile project planning**, organizing team activities and timelines from research through concept development.
- Applied ethical, audience-sensitive design principles to create **discreet awareness content** during a relationship-focused period.

ADDITIONAL

TECHNICAL SKILLS: Figma, Prototyping, User Stories, Wireframing, User Interviews, Journey Mapping, Research Synthesis, Trello, Personas

SKILLS: Generative AI, Project Management, Agile Development, Analytical Thinking, User Research, Human-Centred Design, Research Ethics

LANGUAGES: English (Fluent), Swedish (Fluent), Urdu (Intermediate)

INTERESTS: Competitive Football, Strength Training, Hiking, Astronomy, Artificial Intelligence Transformation, Human-AI Collaboration