Ayisha Shihara Riham Sowkathali

UI/UX Designer | Front-End Developer | AI Product Analyst

AI Voice QA Analyst, UI/UX Designer, and Front-End Developer with a Computer Science background. Experienced in evaluating conversational AI quality, testing automotive customer-service call flows, and designing user-centered digital experiences. Combines design thinking and technical knowledge to identify usability issues, assess AI behavior, and improve product quality.

Work Experience

QA – AI Voice, Blink AI Automative | Apr 2026 – Present
- Evaluated AI voice interactions for accuracy, quality, and user experience.
- Tested call flows, appointment booking, rescheduling, and call transfers.
- Identified and documented issues in speech recognition, AI responses, and system integrations.
- Delivered feedback to improve AI performance and satisfaction.

Freelance UI/UX Designer | Jan 2021 - Present
- Designed user-centered interfaces improving usability and engagement.
- Delivered responsive designs using Figma, WordPress & front-end workflows.
- Conducted UX research and supported design-to-dev handoffs.

Associate Software Developer, Sogeti | Feb 2019 - Jan 2020
- Enhanced UI for Merch API project improving interaction clarity.
- Contributed reusable front-end components aligned with UX principles.

Recent Projects

Zay Couture, USA
Brand identity + E-commerce Website | Sep 2025 – October 2025
- Developing a premium, intuitive shopping experience that improves product discoverability and strengthens brand trust for modest fashion customers.

Perfect Designs, UAE
Website + Social Media Marketing | Apr 2025 – May 2025
- Designed a service-focused website to simplify navigation and increase customer inquiries.
- Structured content to clearly communicate complex architectural services to users.

Educational Background

Postgraduate Coursework, MSc. CS
University of Queensland, Australia | Feb 2023 – Aug 2024
- Focus: Artificial Intelligence, Machine Learning, Human–Computer Interaction

Bachelor of Science, Computer Science
Texas State University | Aug 2014 - Dec 2018

Contact

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Skills

UI/UX & Product Design
- User Interface Design
- User Experience Design
- Responsive Design
- Mobile-first Design
- Interaction Design
- Information Architecture
- Wireframes
- Prototyping
- Usability Testing
- Accessibility & Design Systems

AI & Quality Assurance
- Voice AI & Quality Assurance
- Conversational UX
- Interaction Flow Testing
- Intent Recognition
- Speech Recognition Evaluation
- AI Response Quality
- Conversation Analysis
- Functional & End-to-End Testing

Development
- HTML5, CSS3 & JavaScript
- Bootstrap
- WordPress & WooCommerce
- Git & Version Control

AI & Design Tools
- Figma
- Adobe Illustrator
- GitHub
- Visual Studio Code
- ChatGPT
- Claude

Certifications
- Design Thinking, 2020
- Mini MBA, 2021
- Innovation Management, 2021