

MARIE FRANÇOISE CABIBIHAN

UX Design Student | Research, Experimentation & AI-Enabled Products

Savannah, GA | mcabib20@student.scad.edu | m.f.b.cabibihan@gmail.com | [linkedin.com/in/mariecabibihan](https://www.linkedin.com/in/mariecabibihan)

EDUCATION

Savannah College of Art and Design (SCAD)

Expected Nov 2029

BFA, User Experience Design | Minor, Motion Graphics

- GPA: 4.0 | Dean's List, 2025-2026

Harbour Space University

Aug 2024 - Jun 2025

Interaction Design coursework: consumer behavior, content strategy, email marketing, branding, 3D/motion design, and front-end development (HTML, CSS, JavaScript).

SELECTED EXPERIENCE & PROJECTS

SCADpro x FINRA - Cross-Functional UX Project

2026

- Joined late in the project cycle and rapidly synthesized constraints and ambiguous requirements to deliver actionable UX contributions under a compressed timeline; collaborated across disciplines and asked targeted questions to move work forward.

COHABIT - Product Design Manager

May 2026

- Led a 5-person cross-functional team from 0 to 1, defining product features and designing onboarding, core flows, and AI integration for a roommate accountability app.
- Selected as the only first-year UX student to submit the project to The Rookies.

SEEK - Product Design Manager

Feb 2026

- Led a 5-person team across research, branding, UX, and design to research, prototype, and deliver an MVP in 1 week using Agile methods; pitched the concept to a VC and designers from OpenAI, Meta, Adobe, and YouTube.
- Designed a Teams/Slack plugin concept and physical kiosk flow for hybrid and offline workers, focusing on lower-friction discovery and participation in employee-led events.

Duolingo Email Strategy Redesign - Email Marketing Strategist & Designer

Nov 2024

- Segmented users by learning frequency and motivation; designed an A/B testing strategy for email tone and frequency using unsubscribe, complaint, and conversion rates as evaluation measures.

Habit Craft - UX Researcher

Dec 2024

- Applied the GRAMS framework to synthesize user interviews into motivation and pain-point themes; partnered with the founder to translate research findings into product-direction decisions.

PROFESSIONAL EXPERIENCE

Espresso Hub - Contract Designer

Jan 2025 - Mar 2025

- Designed a responsive website in Figma and coordinated implementation with a developer; moved hosting to local servers, reducing annual website costs by 76% (QAR 2,100 to QAR 500).
- Aligned the site and brand to the target customer segment; launch generated a QAR 1,000 order within the first week.

ROBOTICSCOOL - Part-Time Design & Robotics Support

2023 - 2024

- Created promotional materials that increased event RSVPs by 30% and attendance by 10%; also guided students in grades 4-6 through CAD, programming, and robot-building activities.

SKILLS

Research & experimentation: User interviews, consumer behavior, segmentation, A/B test design, GRAMS framework | **Product & design:** Figma, Grokbot, AI, prototyping, responsive design, AI-enabled product concepts | **Technical:** HTML, CSS, JavaScript, Blender