Muhammad Zaid Arif

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SUMMARY

Emerging UX researcher with a background in Human-Computer Interaction, passionate about improving digital learning. Experienced in mixed-methods research, combining qualitative approaches, such as interviews, usability testing, and thematic analysis, with quantitative techniques like surveys and behavioural analysis. Skilled at using data to inform design decisions and improve user engagement. Collaborative and curious, with experience working alongside designers, educators, and developers to create more impactful learning experiences.

EDUCATION

Carleton University   Ottawa, ON

Master of Science: Human-Computer Interaction (HCI)   Sept 2023 – Aug 2025
- **Coursework**: Fundamentals of HCI Design and Evaluation, Software and User Interface Development, Emerging Interaction Techniques, Design Research Methods, Human-Centric Security & Privacy
- **Thesis**: A Qualitative Study of Children's Interactions with Deceptive Design in Digital Games

University of Toronto   Toronto, ON

Honors Bachelor of Arts (Double Major):   Sept 2018 – Sept 2022
(1) Communication, Culture, Information & Technology, and (2) Technology, Coding & Society
- **Coursework**: Interactive Electronic Design, UX Design - Prototyping and Evaluation, UX Design - Understanding Users, Advanced Web Design, User Experience Design - Board Games, Social Data Analytics
- **Thesis**: Incorporating the Bolton Special Collection into Game Studies Pedagogy at UTM using Digital Exhibits

EXPERIENCE

University of Toronto   Toronto, ON
Programming Lab Technologist   Sept 2025 – Present
- Conducting research on fairness in games across three student cohorts, using surveys, artifacts, and an intervention study.
- Authoring an auto-ethnographic paper on the pedagogical use of exhibits and the Bolton Game Collection.
- Assisting students with their programming needs such as revision of old concepts, as well as understanding new ones.

Carleton University   Ottawa, ON
Research Assistant - Carleton's Human Oriented Research in Usable Security (CHORUS)   Sept 2023 – Sept 2025
- Co-authored a research project exploring intrinsic motivators behind security best practices among professionals, contributing a dedicated section on AI's influence on developer motivation and assisting in comprehensive proofreading.
- Collaborated with a team of researchers and professors to provide insights into fostering security-conscious behavior, aiming to inform organizations on effective psychological motivators for secure practices.

Human Centric Cybersecurity Partnership   Ottawa, ON
Researcher - Misinformation in Cybersecurity (The Impact of Technological Advancements)   May 2024 - June 2024
- Conducted comprehensive research on the influence of misinformation on cybersecurity, combining a literature review with interviews from over 15 professionals, including industry experts, government officials, and academics.
- Synthesized findings to produce actionable recommendations for industry stakeholders, emphasizing proactive measures like algorithmic transparency, automated content labeling, and enhanced detection tools.
- Collaborated with the Human-Centric Cybersecurity Partnership (HC2P) on a report aimed at informing policy and guiding cybersecurity practices against misinformation threats, pending publication.

Rinstra Technologies   Islamabad, PK
UX Consultant   Jan 2022 - Apr 2022
- Led the redesign of Rinstra's website and application, transitioning the platform from its initial stages to a fully functional and user-friendly interface, resulting in a 19.7% increase in overall user engagement.
- Conducted extensive UX testing and QA processes to identify and resolve bugs, improving platform stability and enhancing the user experience across mobile and web interfaces.

PUBLICATIONS

Arif, M., Chiasson, S., Maqsood, S. (2025). Tweens' Perceptions of Deceptive Design in Video Games. The CPI Graduate Student Conference (CPI GradConf 2025).

Assal, H., Morkonda, S. G., Arif, M., Chiasson, S. (2024) Software Security in Practice: Knowledge and Motivation. Journal of Cyber Security.