

SUMMARY

UX researcher and designer specializing in Human-AI interaction and emerging technology, with deep experience in mixed-method and multimodal analysis and iterative research methods: interviews, focus groups, observational studies, co-design, and concept testing. Synthesizes findings into product strategy that has secured new projects for the team. Service design and human-centered design (HCD) foundation, fluent with AI tools, comfortable in agile, fast-paced environments.

PROFESSIONAL EXPERIENCE

User Experience Researcher

2023 – Present

Honda Research Institute USA · Columbus, OH · Promoted from Intern to Full-Time Researcher

FULL-TIME RESEARCHER (2025)

- Designed and led 20+ usability tests and multi-session observational studies with students and teachers, identifying interaction breakdowns and delivering prioritized design recommendations to the product and engineering teams.
- Conducted in-depth research on Human-AI interaction with emerging technologies such as educational robots, uncovering behavioral insights and lifecycle transitions that guided feature and product strategies.
- Coded 30+ hours of observation sessions in NVivo, identifying behavioral patterns and quantifying their frequency across participants to give design and development teams recommendations backed by both qualitative and quantitative evidence.
- Designed and analyzed surveys alongside interviews and observation, using descriptive statistics to triangulate qualitative findings and size how widely patterns held across participants.
- Ran studies end to end and helped shape the team's research roadmap: framed problem spaces and research questions, selected fitting methods, and produced research plans, participant screeners and recruiting, discussion guides, moderation, written reports, and findings presentations delivered to stakeholders.

INTERN, TWO TERMS (2023–2024)

- Research findings inspired new initiatives and directly contributed to securing additional projects for the team.
- Led 20+ interviews, 5 focus groups, and large-scale co-design workshops with 100+ participants, revealing key behavioral patterns and unmet user needs.
- Explored how users perceive and envision the role of AI and technology, synthesizing input from 50+ participants into a set of design principles and opportunity areas presented to the research and product teams.
- Presented findings through storytelling-driven readouts to designers, engineers, and product stakeholders, and collaborated with them to refine research questions; insights were later shared across international and internal teams to inform broader organizational strategy.

Teaching Assistant

2023 – 2025

The Ohio State University, Department of Design · Columbus, OH

- Mentored 50+ design students in applying user research methodologies and human-centered design principles, strengthening their analytical and problem-solving skills.
- Created and delivered lesson plans, assignments, and course materials for in-person and online courses; independently led class sessions and evaluated 100+ student projects with constructive feedback on visual communication and design.

Graphic Designer

2019

Behmand Environmental Startup (Samsung AUT Tech) · Tehran, Iran · Promoted from Intern to Part-Time Employee

- Collaborated with creative and marketing teams on digital content, branding assets, and social media campaigns that boosted user engagement and business growth.

EDUCATION

Master of Fine Arts in Design Research and Development

2022 – 2025

The Ohio State University · Columbus, OH

- **Thesis:** Designing Social Media Experiences that Reduce Fear of Missing Out (FOMO) Among College Students. Mixed-methods study (interviews, focus groups, survey with descriptive analysis, participatory design); synthesized findings into a framework of 10 evidence-based UX design principles for social media product teams.
- Received University Fellowship, a merit-based graduate award.

Bachelor of Fine Arts, Industrial Design

2016 – 2020

Tehran University of Art · Tehran, Iran

- Ranked first in Industrial Design among the Class of 2020.
- Selected as a Sparkling Talent candidate for direct entry into a Master's program without the national entrance exam.
- Ranked 36th of ~10,000 participants in the Iranian National University Entrance Examination.

RESEARCH METHODS

- **Core Methods:** In-Depth User Interviews, Focus Groups, Survey Design & Descriptive Analysis, Usability Testing (moderated & unmoderated), Heuristic Evaluation
- **Field & Generative:** Contextual Inquiry, Diary Studies, Field/Observational Research, Ethnography, Generative & Evaluative Studies
- **Concept & Evaluation:** Concept Testing, Accessibility & Inclusive Design, Competitive Analysis, Literature Review
- **Design Collaboration:** Participatory / Co-Design Workshop Facilitation, Empathy Maps, User Journey Mapping, Persona Development, A/B Testing, First-Click Testing
- **Analysis:** Mixed-Methods Triangulation, Descriptive Statistics, Thematic Coding, Frequency Analysis of Coded Data
- **Information & Structure:** Information Architecture, Affinity Mapping, Card Sorting, Service Blueprints, Research Frameworks & Templates

TOOLS & TECHNICAL SKILLS

- **Research & Testing:** NVivo, Qualtrics, Google Forms, Dscout, Excel, Google Sheets
- **Design & Collaboration:** Figma, Adobe Creative Suite, Miro, FigJam, Mural, Notion