Maryam Alihoseini

USER EXPERIENCE RESEARCHER & DESIGNER

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SUMMARY

UX researcher and designer specializing in Human-AI interaction and emerging technology, with experience studying diverse users including children, college students, seniors, workplace employees, and educators. Runs mixed-methods and iterative research end to end, from framing research questions through moderation, behavioral coding, analysis, synthesis, and stakeholder reporting, and turns qualitative and quantitative evidence into recommendations and actionable product direction for product and design teams. Brings a design background that bridges research insights and design execution, and is 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)

- Conducted UX research for an AI-powered social robotics study investigating how elementary and middle school students perceive, interact with, and communicate with conversational robots in real-world classroom settings.
- Ran studies end to end and helped shape the team's research roadmap: framed problem spaces and translated broad human–robot interaction goals into research questions, study protocols, measures, and analysis plans; produced research plans, participant screeners and recruiting, discussion guides, moderation, written reports, and findings presentations delivered to stakeholders.
- Designed and moderated 20+ multi-participant, multi-session research sessions with students and teachers in schools, combining observational studies with usability testing to identify interaction breakdowns.
- Designed and conducted mixed-methods research integrating observational sessions, systematic behavioral coding, surveys, and self-report measures; developed and iteratively refined a hybrid deductive–inductive codebook in NVivo and coded 30+ hours of session data, using AI-assisted prompts for data organization and first-pass synthesis, validated against source data.
- Quantified frequency of coded behaviors across participants and triangulated with survey data, delivering prioritized design recommendations backed by qualitative and quantitative evidence to product and engineering teams.

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.

PROFESSIONAL EXPERIENCE (CONTINUED)

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
- **AI-Assisted Research:** ChatGPT, Claude (prompt design for analysis, synthesis, and data organization); Midjourney, Runway (concept visualization and research storytelling)