

### 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

99P Labs (Honda Research Institute USA & The Ohio State University partnership) · 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.
- Defined research questions and selected appropriate methods across the product lifecycle, ensuring rigor, relevance, and alignment with evolving project goals.

##### 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 presentations that shaped ongoing projects; 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: UX Research on Reducing FOMO in Social Media Among College Student Users. Developed a data-driven framework of 10 UX design principles grounded in qualitative methods (interviews, focus groups, surveys, participatory design) and rigorous synthesis (affinity mapping, coding).
- 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, Surveys & Questionnaires, Usability Testing (moderated & unmoderated), Heuristic Evaluation
- **Field & Generative:** Contextual Inquiry, Diary Studies, Field/Observational Research, Ethnography, Generative & Evaluative Studies
- **Concept & Evaluation:** Concept Testing, Accessibility & Inclusivity Evaluation, Competitive Analysis, Literature Review
- **Design Collaboration:** Participatory / Co-Design Workshop Facilitation, Empathy Maps, User Journey Mapping, Persona Development, A/B Testing, First-Click Testing
- **Information & Structure:** Information Architecture, Thematic Coding, Affinity Mapping, Card Sorting, Service Blueprints, Research Frameworks & Templates

### TOOLS & TECHNICAL SKILLS

- **Research & Testing:** NVivo, Qualtrics, Dscout, UserTesting, UserZoom, Lookback, Optimal Workshop, Maze, SurveyMonkey
- **Design & Collaboration:** Figma, Adobe Creative Suite, Miro, FigJam, Mural, Notion
- **AI & Emerging Tools:** ChatGPT, Gemini, Midjourney, OpenAI Sora, Runway (AI for research & content)