Maryam Alihoseini

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SUMMARY

Experienced UX researcher with a strong service design foundation and expertise in a wide range of iterative research methods. Skilled at revealing both explicit and underlying user needs through in-depth interviews, focus groups, observational studies, and concept testing, then translating insights into actionable strategies for cross-functional teams. Fluent in using AI and experienced in agile environments, I integrate technology to work smarter, adapt quickly, and drive innovation through fast-paced, collaborative workflows.

PROFESSIONAL EXPERIENCE

User Experience Researcher (Promoted from Intern to Full-Time Researcher)   2023 - Present
99P Labs (Honda Research Institute USA & The Ohio State University partnership)   **Columbus, OH**

Full Time (2025)
- Designed and led 20+ usability tests and multi-session observational studies with students and teachers, evaluating user interaction patterns to inform iterative design improvements.
- Conducted in-depth research assessing Human-AI interactions with emerging technologies such as educational robots, uncovering behavioral insights and lifecycle transitions that guided feature and product strategies.
- Synthesized 30+ hours of qualitative data in NVivo, identifying key themes and translating findings into actionable recommendations for design and development teams.
- 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)
- Findings inspired new initiatives and directly contributed to securing additional projects for the team.
- Presented findings to cross-functional teams through storytelling-driven presentations that shaped ongoing projects; the insights were later shared across international and internal teams to inform broader organizational strategies.
- Explored how users perceive and envision the role of AI and technology, synthesizing input from 50+ participants to inform future design directions.
- Led 20+ interviews, 5 focus groups, and large-scale co-design workshops with 100+ participants, revealing key behavioral patterns and unmet user needs.

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, enhancing their analytical and problem-solving skills.
- Created and delivered instructional content, including lesson plans, assignments, and educational materials for in-person and online courses, while independently leading class sessions and evaluating 100+ student projects with constructive feedback to support growth in visual communication and design skills.

Graphic Designer (Promoted from Intern to Part-time Employee)   2019
Behmand Environmental Startup (Samsung AUT Tech)   **Tehran, Iran**
- Collaborated with creative and marketing teams to develop 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 for reducing FOMO in social media, grounded in qualitative research 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, Major in 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 entry into a Master's program without taking the national entrance exam
- Ranked 36th out of ~10,000 participants in the highly competitive Iranian National University Entrance Examination

AREAS OF EXPERTISE

- **User Experience Research:** Qualitative Research, Usability & Desirability Balance, Agile & Iterative Research
- **Design & Strategy:** Human-Centered Design (HCD), Strategic Research Leadership, Synthesizing Research into Practical Strategies
- **Specialized Focus:** Human-AI Collaboration in Research, Accessibility & Inclusivity, User Journey Mapping & Persona Development

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, Competitive Analysis, Literature Review
- **Design Collaboration:** Participatory / Co-Design Workshop Facilitation, Empathy Maps, 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 Tools:** 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)

SOFT SKILLS & COMPETENCIES

- **Collaboration & Leadership:** Stakeholder Management, Cross-Functional Collaboration, Collaborative Leadership, Interdisciplinary Communication
- **Strategic & Analytical:** Strategic Thinking & Vision, Problem Solving, Storytelling & Presentations
- **Workstyle & Adaptability:** Time Management, Multitasking, Adaptability in Ambiguity