

## CAREER ACCOMPLISHMENTS

- Led 2 end-to-end UX design projects (B2B and B2C) for an automotive startup and a healthcare academic group focused on individuals with disabilities, delivering user-centered solutions from research to implementation.
- Led over 10 research projects focused on UX and accessibility in healthcare, earning 22 awards for scientific contributions.
- Employed a mixed method approach (qualitative and quantitative), including surveys, interviews, heuristic evaluation, competitive analysis, tree testing and usability tests to focus on underlying needs and pain points of over 28,000 participants.
- Communicated research findings to diverse audiences (e.g., researchers, students) in 29 scientific publications (500+ citations) and 31 conference presentations (8 international, 8 national, and 13 regional), resulting in 3 awards.
- Mentored and coached over 20 junior researchers and designers, including reviewing studies and coaching on research and design best practices.

## PROFESSIONAL EXPERIENCE

### UX Lead • Freelance, Vancouver, BC • 06/2023 – present

As a Freelancer, I initiated and led the formation of a collaborative team comprising 3 junior UX designers and 3 junior UX researchers, assuming the roles of UX lead and project manager to guide and support the team's endeavors.

- Led cross-functional teams, overseeing the execution of multiple UX design projects remotely. Projects served a diverse client base, including startup companies and academic groups.
- Managed end-to-end B2B and B2C UX projects, from persona creation and prototyping to usability testing and product development, such as a car management mobile app and a mobile app for individuals with disabilities.
- Conducted UX research with 21 youth and adults with disabilities to ensure product accessibility and inclusion.
- Leveraged advanced UX research/design tools, including Optimal Workshop for surveys and card sorting, Miro for collaborative activities, and Figma for visual and interaction design and prototyping.
- Directed strategic redesigns of digital products, utilizing insights from surveys, interviews, heuristic evaluation, competitive analysis, tree-testing, card sorting and usability testing to optimize information architecture and user experience.

### Senior UX Researcher • BC Cancer, Vancouver, BC • 10/2020 – present

The Canadian Centre for Applied Research in Cancer Control (ARCC) at BC Cancer is a pan-Canadian hub specializing in health economics, services, policy, and ethics for cancer control. Through collaboration, ARCC drives policy-relevant research and education, contributing to advancements in cancer control.

- Led UX research remotely, utilizing surveys as a research method both before and after implementing omnichannel telehealth services (e.g., phone, videoconference) during COVID-19. This initiative resulted in a notable 50% increase in patient satisfaction, particularly in rural areas.
- Led product development initiatives using the Experience-Based Co-Design methodology, managing all phases from goal setting and activity planning to timeline creation and stakeholder identification. Oversaw budgeting, coordinated meetings, and delegated tasks to ensure alignment with project goals and milestones.
- Collaborated with cross-functional teams, including industry partners and the Ministry of Health to manage patient recruitment and screening for 2 pan-Canadian studies with over 5,000 participants, achieving a 55% participation rate.
- Applied statistical analysis techniques, including descriptive, inferential, and multivariate statistics, including regressions, ANOVA, and t-tests, to analyze large administrative datasets. Employed programming software such as SAS, SPSS, and R.
- Reported findings to diverse stakeholders, including executives and healthcare professionals, via 4 scientific publications and 4 conference presentations.

### UX Researcher • Microsoft, Vancouver, BC • 04/2024 – 07/2024

Microsoft is a global technology company renowned for its innovative products and services across various domains. Within Microsoft, Customer Zero Research Team as a part of the Microsoft Digital Studio is dedicated to research and development, focusing on enhancing user experiences with products such as Copilot, Viva, New Teams, Outlook, and more.

- Leveraged user-centred design principles and usability testing to understand employee needs and behaviors in Microsoft's deployment of New Teams and Copilot in M365, enhancing daily workflows and productivity.
- Conducted and analyzed qualitative interviews with employees to identify barriers to Copilot usage and adoption.
- Measured and reporting on UX Health metrics to inform continuous improvements of Copilot in M365 apps.
- Performed statistical analysis using tools such as SPSS and R to understand factors affecting over 28,000 employees' experience and their Net Satisfaction Score (NSAT) with the hybrid work model.

- Contributed to the development of AI-AVL, an AI-assisted qualitative data analysis tool, to provide actionable insights by identifying common user issues from employees' feedback.

**Research Associate** • University of British Columbia • Vancouver, BC • 05/2016 – 01/2021

The University of British Columbia (UBC) is a leading public research and teaching institution and is consistently ranked among the world's 40 best universities. UBC offers more than 64,798 students a range of innovative programs and attracts \$669.1 million per year in research funding from government, non-profit organizations, and industry through over 9,544 projects and grants.

- Employed programming languages, including Python and MATLAB, for the manipulation and computational analysis of large and complex brain imaging datasets, comprising over 360 MRI images.
- Designed and led human subject studies, securing \$150k grant funding, resulting in 7 manuscripts (100+ citations), 19 conference presentations, and 1 newsletter article.
- Spearheaded a UX research initiative, utilizing user-centred design principles, surveys and interviews, to design a web-based rehabilitation platform tailored for individuals with disabilities and their families.
- Conducted UX research within BC's community-based rehabilitation centers, culminating in the organization of 20 webinars focused on Evidence-based Practice.
- Enhanced UBC campus accessibility by conducting in-depth interviews and focus groups with 14 students with disabilities to assess their needs. Subsequently, provided actionable recommendations to the UBC administration and received GSS Leadership and Service Award for this work.

## **EDUCATION**

**PhD, Rehabilitation Sciences** • 2021 • University of British Columbia, Vancouver, BC  
**MSc, Occupational Therapy** • 2012 • Shahid Beheshti Medical University, Tehran, Iran  
**BSc, Occupational Therapy** • 2010 • Shahid Beheshti Medical University, Tehran, Iran