

Niloofar Kazemi

Product Designer specializing in
UX Design and Research

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Burnaby, BC, Canada

WORK EXPERIENCE

User Experience (UX) Designer, Glodon Company Limited, USA

2022 - present

- Lead and conducted **qualitative user research** to understand customer processes and performed **product benchmarking** to identify gaps and opportunities.
- Performed analysis on user feedback and market trends to recommend UX direction and strategy.
- Created **elaborate personas** representing the key users to guide design decisions.
- Mapped **user flows** to identify issues and improvement opportunities throughout user journeys.
- Designed and delivered **workflow diagrams**, feature specifications, and **agile prototypes** to multiple teams.
- Established **design system** and trained development teams that improved UX consistency..
- Delivered and presented **multiple successful MVPs** to stakeholders in US and China headquarters by prioritizing feature development based on PRDs and user value.

User Researcher, Fabulous, Full-Time Contract

Summer 2022

- Conducted a **diary study** with follow-up user interviews on a productivity and habit tracking app.
- Coded and analyzed **qualitative data** from videos and interview transcripts to report gaps and recommend UX/UI improvements.

HCI Design Researcher, Computational Design Group, NSERC scholarship

2018 - 2021

- Designed new **interaction methods & visualizations** for search in a computer-aided design optioneering interface.
- Improved the product's usability to fit the work habits driven by studies in various stages of its development.
- Conducted **formative** and **summative** studies using methods: **heuristic evaluation, observations, and interviews**.

EDUCATION

Human-Computer Interaction (HCI), MSc

Simon Fraser University, Canada

Foundational HCI courses. Conducted research applying scientific UX Design & Research methodologies.

Software Engineering, BE

Amirkabir University of Technology, Iran

Software management and development projects.

SKILLS / TOOLS

UX Design

Interactive Mockups, Prototyping, User Journey Mapping, Figma, Miro, Dribbble, Adobe XD

Qualitative UX Research

Research planning, Qualitative Research, Heuristic Evaluation, User Interviews, Diary Studies, Thematic Analysis, Affinity diagramming

Quantitative UX Research

Usability Testing, SPSS, Google Analytics.

Documentation and Project Management

Gitlab, Notion, Agile Design Methodology.