

Sheida Azizollahi

Human-Computer Interaction Specialist

Bloomington, IN 47403

I specialize in conducting comprehensive user research and usability testing to derive actionable insights, which I seamlessly translate into intuitive, visually appealing, and user-centered interfaces. My design approach integrates cognitive psychology, interaction design, and visual design principles to optimize user experience. With expertise in advanced prototyping tools and techniques, I create and iterate on innovative design solutions that significantly enhance user satisfaction and engagement.

Education

08/2020 – 04/2022 Ohio, United States	<div>●</div> <div>University of Cincinnati, College of DAAP Master of Human-Centered Technology Design<ul style="list-style-type: none">• Received Graduate Teaching Assistantship• Awarded Graduate Scholarship</div>
09/2011 – 09/2016 Tehran, Iran	<div>●</div> <div>Azad University, College of Art and Architecture BA of Industrial Design</div>

Experiences

09/2022 – Present Indiana, United States	<div>●</div> <div>HCI Specialist / User Interface Designer Megaputer Intelligence Inc. Full Time<ul style="list-style-type: none">• Coordinating end-to-end design process with data analysts and stakeholders to conduct extensive user research and heuristic evaluation, optimizing the user experience for data analysis and visualization software applications leveraging NLP and AI• Prototyping design solutions and conducting usability testing for both B2B and B2C BI tools to deliver intuitive product design experiences, collaborating with developers to ensure precise implementation• Refining and continuously updating the visual design of enterprise products for streamlined and accessible user interfaces, extending the corporate design system to accommodate the ongoing development of new AI features</div>
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05/2021 – 06/2021
Ohio, United States

UX Researcher

KAO Co. Partnered with Jergens Brand | Internship

- Successfully collaborated within a cross-functional team to identify opportunities, integrate user insights into product development strategies, for the Jergens brand in partnership with KAO Co. to reach more user engagements
- Conducted comprehensive user interviews and developed detailed personas to gain in-depth insights into users' mental models, thereby enhancing engagement across a broader spectrum of customers within enterprise hubs and social media platforms
- Proposed feasible solutions by leveraging various ideation methodologies and tools

08/2017 – 08/2020
Karaj, Iran

Home Furniture Designer

Larindar Co. | Full Time

- Conducted thorough research on market and seasonal trends, themes and competitors to design and develop user-centered products that align with marketing and merchandising objectives
- Designed a diverse range of home furniture in accordance with brand strategy, effectively benefiting the brand and meeting the unique needs of the company
- Collaborated closely with senior designer, users, and sales representatives for brainstorming, usability sessions and analyzing product success rate

Skills & Tools

- Human-Centered Design/Qualitative and Quantitative Research Methods/Data Analysis & Visualization/Ideation Methods/Human Factors & Cognition/Rapid Prototyping/Usability Testing & Evaluation
- HTML/JavaScript/Python/R/Machine Learning Basics/Figma/Adobe XD/Adobe Photoshop/Miro/MS office/ Rhino/Keyshot
- Collaboration & Teamwork/Critical Thinker/Adaptable/Active Listener

Accomplishments

- IF Design Talent Award Winner – Best of the year – Category of *Public Value: Help & Support – Helping people help themselves* – 2017
- IF Design Talent Award Nominated for three projects – 2017