

Parisa Ahmadi

Team Lead | Senior User
Researcher



Personal details

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Skills

- User Research ●●●●●
- Design Thinking ●●●●●
- Persona ●●●●●
- Usability Testing ●●●●●
- Agile UX Design ●●●●●
- Userflow ●●●●●
- Wireframing ●●●●●
- Information Architecture ●●●●●
- Decision Mapping ●●●●●

Tools

- Figma ●●●●●
- Miro ●●●●●
- Google Analytics ●●●●●

Qualifications Summary

- Senior User Researcher
- Design Thinking Specialist
- Experience Design Consultant
- User Experience Design Mentor

Work Experience

Design Thinking Team Lead

Mar 2021 - Present

[Makhdesign Studio \(makhdesign.com\)](#), Tehran, Iran.

- Leading teams of 3-5 to achieve the requirements. My contributions involve supervising and guiding the progress of UX projects using the Scrum framework, helping with designing questionnaires, deep interview questions, and interview sessions, and reviewing and modifying documents.
- Manage ideation sessions, supervise prototyping solutions and usability tests, and train newcomers.
- Design training sessions for the managers of organizations to promote design thinking.
- Training the human resources of organizations to root and solve problems inside and outside the organization with the help of design thinking.

User Researcher

Feb 2021 - May 2021

[Lean Design Agency \(wedesignlean.com\)](#), Tehran, Iran.

Service design / Customer journey map design of Melli Bank and Saman Insurance.

My contributions included various areas of user research such as field observation, interviews, creating questionnaires aimed at eliciting users' pain points, document collection, persona design, and creating the user journey map.

Freelance UX Designer & Product manager

Feb 2020 - Dec 2021

Tehran, Iran.

- *UX mentor*

Educate and guide students in their case study projects and perform more than thirty case study projects by students (Master class UI/UX).

- *Product manager*

[Contentburger \(contentburger.co\)](#)

Design and production of practical tools for all designers. The purpose of the products was to help the design team to conduct their meetings more effectively, including:

providing products for having better ideation sessions such as Brainstorming. Also, sessions like Ice-breaking and Prototyping. (Physical products)

- *Product manager*

[Mapgard \(www.mapgard.shop\)](#)

Designed and supervised the production of eight products aimed at travel enthusiasts.

Production and sale of more than eight different types of products in the first two months of launching an online shop. (Physical products)

- *UX Designer at vam30*

[vam30.com](#)

Designing a site for selling goods in installments from physical stores.

- *UX Designer at Zinsy*

[zinsy.ir](#)

Designing a software database in the form of a site.

Designer & Consultant

Aug 2017 - Dec 2019

[Dorsa Leather Co. \(www.dorsa.net\)](#), Tehran, Iran.



Providing consulting and decoration design for Dorsa customers' projects.

My duties included Investigating the problems and needs of Dorsa customers and providing advice and guidance for the optimal use of Dorsa products in the interior

- Adobe Photoshp 
- Adobe XD 
- Maze 
- SketchUp 
- Balsamiq 

*If you use a different tool that works well in your established workflow, I would be happy to learn it.

Languages

- Persian 
- English 

of residential homes.

Education

MSc in Industrial Design **Jan 2018 - Oct 2020**
Department of Industrial Design, Alzahra University, Tehran, Iran.
Thesis: The Investigation and the Design of Portable Toilets for Earthquake Affected Areas Based on Sustainable Design

Internal Architecture **Aug 2011 - Jun 2013**
Department of Bonzhivar, ACS(UK), ICS(Canada), Tehran, Iran.

Bachelor's degree in industrial design **Jan 2006 - Dec 2010**
Department of Industrial design, College of Applied Arts, Art University of Tabriz, Tabriz, Iran.