



# Niloo Alavi

UX Designer & Researcher

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<https://www.nilooalavi.com>

## EXPERIENCE

### UX Researcher | Volunteer

Ryze Health | Baltimore | Aug 2020 - Present

- Collaborated with a UX research team to validate, design, test, and iterate on a telehealth platform for physical therapy
- Recruited, screened, and interviewed physical therapist and patients, mapping their journey to identify pain points, gaps, and opportunities
- Used Agile methodologies and the Design Thinking approach to create a service design model for an innovative product

### Graduate Teaching Assistant

University of Maryland | College Park | Aug 2020 - Present

- Advised a class of 100 undergraduate students in Data Visualisation course
- Supported students how to design and evaluate visualizations for different types of data
- Provided feedback on students' work in Tableau to analyze big data

### UX Researcher & Designer | Volunteer

NexMark Studios | Atlanta | Jan - May 2020

- Conducted a heuristic evaluation of the existing product as well as a comprehensive competitive analysis in order to identify opportunity areas
- Lead the redesign efforts, ultimately increasing sales by up to 25% in addition to improving customer satisfaction scores

### UX Research Methods Teaching Assistant

Iowa State University | Ames | Sep 2019 - May 2020

- Assisted instructor with teaching the qualitative and quantitative UX research methods and the main elements of Contextual Inquiry as a form of User-Centered Design
- Supported students to how gathering qualitative field data, analyzing it, and presenting the findings using appropriate visual diagrams and models

### UX/UI Design Intern

Stinger Ghaffarian Technology (SGT) | Greenbelt | Jun - Aug 2018

- Collaborated with PMs, engineers, designers, and stakeholders to utilize a human-centric design approach
- Partnered with business & development teams to conduct initial research and translate requirements into working prototypes using Illustrator + Figma

### Industrial Designer

Vermeer | Ames | Aug 2017 - May 2018

- Developed the Visual Brand Language for Vermeer's industrial product line to have cohesive brand identity
- Applied Visual Brand Language to Horizontal Directional Drill (HDD) products line
- Conducted user testing and built a full scale model of HDD

### Visual Design Teaching Assistant

Iowa State University | Ames | Aug 2017 - May 2019

- Facilitated, managed and conducted workshops of over 90 undergraduate students, collaborating with three professors

## EDUCATION

### University of Maryland

#### College park

MS | Human- Computer Interaction

August 2020 - Expected May 2022

### Iowa State University

MID | Industrial Design

May 2020

## SKILLS

### UX Research

Qualitative & Quantitative Research  
Contextual Inquiry . Participatory Design  
Personas . User Surveys & Interviews  
Heuristic Evaluation . Empathy Maps  
A/B Testing . Usability Testing

### UX Design

Interaction Design . Interface Design  
Information Architecture . Brainstorming  
Storyboarding . Rapid Prototyping  
User Flow . Mockups . Responsive Design  
Inclusive Design . Wireframing

### Tools

Adobe Suite . Sketch . Invision Studio  
Figma . Framer . Axure . Principle

### Programming

HTML . CSS . JavaScript

## AWARD

Second place at 2019

USABILATHON at Workiva

<https://twitter.com/usabilathonisu>