

Faezeh Bahmani



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About Me

I am a well-versed user experience researcher, designer and auditor skilled at finding UX problems, uncovering user needs, designing solutions, and shaping product decisions. With my academic training in scientific research, both qualitative and quantitative, I pride myself on instilling the rigor of science into practical user experience design.

References will be provided upon request.

Experience

UX Researcher and Designer

Tehran, Iran

Securities and Exchange Organization (*the regulatory and supervisory body of the country's capital market*)

Apr. 2020 - Present

- Securities and Exchange Organization bi-language website redesign (a website with approximately 4,000 visitors per day)
 - Attended more than 50 hours of stakeholder interviews with key people and decision makers in the organization.
 - Conducted contextual interviews, online questionnaires and polls with more than 10,000 users and analyzed the data gathered using qualitative coding.
 - Created use case diagram, scenarios and personas based on the analysis and interpretation of the gathered data.
 - Created the information architecture of the new website based on users' goals.
 - Created Hotjar heatmaps, setup Hotjar recordings, setup Google Analytics and Google Tag Manager and analyzed user behaviour.
 - Benchmarked against the Securities and Exchange Organization website of 5 countries and prepared a comparative assessment report.
 - Performed content audit on the current Securities and Exchange Organization website and proposed content that matches users' needs.
 - Sketched and contributed to the design of the UI of the website (96 screens/pages for desktop, tablet and mobile) using Balsamiq and Adobe XD.
 - Contributed to the development of a UI Kit for this project.

UX Auditor

Tehran, Iran

Securities and Exchange Organization

Feb. 2020 - Apr. 2020

- Securities and Exchange Organization bi-language website audit (a website with approximately 4,000 visitors per day)
 - Audited the current website using heuristic evaluation and discovered more than 100 problems.
 - Composed the UX audit report classifying the observed UX problems into categories based on the design principles and UX guidelines that were violated.

UX Researcher

Tehran, Iran

Sidsco (*the education body of the country's capital market*)

July. 2020 - Present

- Capital market wiki website design
 - Benchmarked the leading wiki, glossary and encyclopedia websites, both general and capital market specific.
 - Prepared a proposal based on features identified in the benchmarked websites and the needs of our persona.

UX Auditor, Researcher and Designer

Tehran, Iran

Freelancer (*with clients from diverse industries including e-commerce*)

Dec. 2018 - Feb. 2020

- Audited mobile and web applications from diverse industries, including e-commerce, using heuristic evaluation and other UX established guidelines and offered suggestions for improvement.
- Conducted the UX research phase of a rail freight transport application using UX research methods such as proto-persona and competitive assessment analysis.
- Contributed to the design of the UI of the website using Adobe XD.

UX Design, Product Design and Design Thinking Instructor

Tehran, Iran

Sematec Professional IT Training Center, Docent Academy

Feb. 2019 - Present

Software Developer and Systems Support Engineer

Tehran, Iran

MTN Irancell (*a telecommunication operator with more than 38 million subscribers*)

Feb. 2017 - May 2019

- Development Tasks
 - Developed new XML and CSV parsers using Java, Oracle and Linux based on customer requests and inquiries.
- Support Tasks
 - Troubleshooted the network monitoring solution based on customer complaints using Java, Oracle and Linux.

Product Owner

Tehran, Iran

Mobile Telecommunication Company of Iran (MCI) (a telecommunication operator with more than 65 million subscribers)

Nov. 2014 - Jan. 2017

- MyMCI project (a telecommunication eCare application for web and mobile (iOS and Android) with more than 6 million users)
 - Led the development effort of the MyMCI project and released the first iOS and Android versions of this application.
 - Ran focus groups involving all stakeholders, from call center staff, subject matter experts, developers, to managers for highlighting areas of consensus and conflicts.
 - Performed analysis on social media posts and customer service cases and prioritized the development of features accordingly.
 - Performed usability testing and measured KPIs like "Time on Task" and made suggestions based on the identified UX problems.
 - Contributed to the development of a consistent look and feel for the MyMCI application on iOS, android and web.

Graduate Research Assistant

Oregon, USA

Oregon State University

Sep. 2011 - June 2014

- Idea Garden Project (a project for helping end-user programmers overcome programming barriers)
 - Conducted think-aloud sessions and interviews to understand programming obstacles end-users faced.
 - Contributed to the development of a new concept called the Idea Garden for providing problem-solving support in end-user programming environments.
 - Contributed to the design, prototyping, and implementation of Idea Garden's proof-of-concept for the IBM CoScripter web-scripting environment and Gidget debugging-first puzzle game for computing education.
 - Empirically evaluated the proof-of-concept through a qualitative think-aloud study and a quantitative lab usability study.
 - Synthesized research into academic papers and presented them at HCI conferences.

Product Designer and Software Developer

Tehran, Iran

Mapna Group

Sep. 2005 - Sep. 2011

- Customized CMMS Project (a Computerized Maintenance Management System) for handling the PM and EM events of more than 100 equipment
 - Employed a wide range of user research methods from one-on-one interviews, contextual inquiries, focus groups during the UX research phase.
 - Designed the architecture of the solution.
 - Developed the application with Delphi in a client/server environment using Microsoft SQLServer.

Technical Skills

Tools	Adobe XD, Adobe Photoshop, Blender, Balsamiq, Hotjar, Google Analytics, RStudio, WordPress, Latex, Github
Programming	Java, Bootstrap, HTML, CSS3
Frameworks	ITIL

Education

Oregon State University

Oregon, USA

M.Sc. Human-Computer Interaction

Sep. 2011 - May 2014

Thesis: Novel Approaches to Promoting End-User Programming

Shahid Beheshti University

Tehran, Iran

B.Sc. Software Engineering

Sep. 2003 - May 2008

Thesis: The Design and Implementation of a Computerized Maintenance Management System

Publications

- W. Jernigan, A. Horvath, M. Lee, M. Burnett, T. Cuilty, S. Kuttal, A. Peters, I. Kwan, **F. Bahmani**, A. Ko, et al, "General principles for a generalized Idea Garden", Journal of Visual Languages & Computing, vol. 39, pp. 51-65, 2017.
- M. J. Lee, **F. Bahmani**, I. Kwan, J. LaFerte, P. Charters, A. Horvath, F. Luor, J. Cao, C. Law, M. Beswetherick, et al, "Principles of a debugging-first puzzle game for computing education" in 2014 IEEE symposium on visual languages and human-centric computing (VL/HCC), pp. 57-64, IEEE, 2014.
- J. Cao, I. Kwan, **F. Bahmani**, et al, "End-user programmers in trouble: Can the Idea Garden help them to help themselves?" in 2013 IEEE Symposium on Visual Languages and Human Centric Computing, pp. 151-158, IEEE, 2013.
- B. Athreya, **F. Bahmani**, A. Diede, and C. Scaffidi, "End-user programmers on the loose: A study of programming on the phone for the phone" in 2012 IEEE Symposium on Visual Languages and Human-Centric Computing (VL/HCC), pp. 75-82, IEEE, 2012.

Extracurricular Activities

- Member of 3D soccer simulation team, RoboCup International Competition, 2005, Osaka, Japan