# Zohreh Champiri

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## ABOUT ME

*I apply the beauty in my eyes, the analytics in my mind and empathy in my heart to design creative and interactive Products.*

I am a passionate UX/UI/HCI Designer & Researcher with a demonstrated history of working in the industry and advanced education background in Human-Computer Interaction- Computer Science. I am able to tackle any UX/UI challenges and solve complex problems by cool and interactive design solutions using user-centered agile techniques. I believe Interaction (physical and emotional), Information Architecture and Visual Design are the key success factors in product designing. I have delivered several successful apps/ projects in HealthCare, Social Media, Virtual Reality (VR), Recommender Systems, and ERP Systems.

## EDUCATION

**Ph.D. in Human-Computer Interaction -Computer Science – Full Scholarship**
University of Malaya, KL, Malaysia, 2014- 2019
**Thesis:** A Contextual Bayesian User Experience Model for Scholarly Recommender Systems

**M.Sc. in Interactive Art & Technology - Full Scholarship**
Simon Fraser University, SIAT, Vancouver, Canada, 2019-2021
GPA ~ 3.70
**Thesis:** UX Design & Evaluation of healthQB: A Mobile Application to Manage Chronic Pain

**M.Sc. in Information Science – Information Architecture- Full Scholarship**
University of Isfahan, Isfahan, Iran, 2007- 2010
GPA~ 4.0, Outstanding Master Dissertation Award
**Thesis:** Designing a Model for Context-Aware Recommender Systems in Digital Libraries (Grade: 20/20)

**B.Sc. in Information Science- Full Scholarship**
University of Isfahan, Iran, 2003-2007
GPA~ 4.0, First rank among more than 120 students

## EXPERTISE & TECHNICAL SKILL

- Ideation (Brainstorming, Problem Understanding/ Identification, and Solving)
- User Research (Qualitative & Quantitative Research Methods, SEM-PLS, Use cases, UMLs, Business Models, OO Modeling)
- User Centered Design (Storyboarding, User Personas, User Journeys, Low and high-fidelity Mockups, Interaction Design)
- Design & Testing Tools (Figma, UxPin, Adobe XD, Illustrator, Sketch, Zeplin, Indeemo, Maze)
- Mobile/Web UI development (HTML/CSS/Java (type) Script/Processing/ SQL)
- Design and Usability Guidelines
- User Evaluation & Usability Testing Methods/ Qualitative Methods (Group studies, Heuristic, Re-framing, Interviews, Empirical, Cross-Device, Cognitive Walk Through, Observation, ABC testing, Grounded Theory)
- Agile Lean & Software development (Scrum, Kanban, Scurmban, Lean, XP, RUP)
- Design Teaching and Mentorship
- Documentation and Reporting
- Machine Learning (Bayesian Networks, Regression)
- Data Analysis & Statistical Tools/ Quantitative Methods (HubSpot, SPSS, R-studio, Python, Smart PLS, Surveys)

## PERSONAL SKILLS

- Critical & Analytical thinker, Detail Oriented, Creative, Persistent, Consistent, Fast Leaner, Self -Taught, Observer & Listener, Good team member& team leadership & Supervision Skills & Communication Skills
- English (Professional), Persian (Fluent)

# JOB EXPERIENCE

**Senior Technical UX/UI Designer (Full-time- Permanent)**
Quartech, Vancouver, Canada, Nov 2021 – Present
**Project(s):** 1) BC Government Enterprise Projects
        2) BC BioHub System
        3) BC Species Inventory Management System
        4) BC Wildlife Health Information System
        5) BC Habit Restoration Tracker System
        6) OREO

**Senior UX/UI Designer & Researcher**
HealthQB Inc, Vancouver, Canada, Sep 2020 – Nov 2021
**Project(s):** 1) HealthQB App and Wristband (Supporting Patient suffering from Chronic Pain)
        2) Web-based Practitioners' Dashboard

- Interviewing and working directly with clients and stakeholders as well as the marketing team to understand the challenges they are seeing with the current app
- Creating UX insights plans and user journeys through conducting interviews with patients and practitioners
- Understanding broken user interactions
- Doing competitive research to understand what leaders in the client's space are doing
- Creative prototypes and initial wires using Figma & Zeplin to help the development & internal team to deliver on recommendations.
- Taking a user-centered design approach and rapidly testing for each phase
- Testing the app by using observation and semi structures interviews + ABC testing + Cognitive Walkthrough

**UX/UI Design Lead**
ReGathering Inc, Vancouver, Canada, May. 2020 –Aug. 2021
**Project(s):** ReGathering Mobile App (Social Engagement)

- Creating a link and building credibility and respect between the UX team and the product managers and engineers, by consistently delivering accurate and timely reports that keep them updated and informing on the product's progress and performance
- Gathering and evaluating user requirements (remote social engagement and activities) in collaboration with product managers and engineers
- Designing storyboards, user interaction, user journeys, and personas
- Analyzing the competitors
- Mapping design decisions to key performance indicators (KPIs), and vice-versa to measure the success
- Ensuring all the UX team's members are challenged and motivated
- Illustrate design ideas using and sketching UIs, and prototypes in Figma
- Creating and implementing usability tests, Semi-structured interviews
- Creating CSS and UI standards (React Native)

**UX/UI Design Consultant**
Mimik Inc, Vancouver, Canada, Jun. 2020 – Sep. 2020
**Project(s):** Developer's portal & website

- Working directly with the product owner, development team, and users to understand the users' needs and expectations.
- Reviewing the existing portal and identifying interaction, visual, and information architecture issues
- Identifying design problems and devising elegant solutions
- Collaborate with other team members and stakeholders to make strategic design and user-experience decisions
- Designing and delivering wireframes, user stories, user journeys, and mockups optimized for a wide range of products

# JOB EXPERIENCE

**HCI/UX Design Researcher**
Integrated Design Lab, Simon Fraser University, Vancouver, Canada, Sep.2019 – May.2021
**Project(s):** 1) 3D Visualization for Complex Information Systems for Defence Excellence and Security
       2) VR Speech Exposure Therapy (VRSET)

**HCI/UX Design Researcher (Continues)**
Integrated Design Lab, Simon Fraser University, Vancouver, Canada, Sep.2019 – May.2021
- Planning and conducting user research in collaboration with product managers at Innovation in Space and Defence-MDA (MacDonald, Dettwiler, and Associates)
- Creating user personas and user journeys for both above-mentioned projects
- Creating UX plan
- Conducting usability test, Cognitive walk through to examine the cognitive load of the product along with semi-structured interviews

**Senior UX Designer & Researcher**
HCI Lab, University of Malaya, KL, Malaysia, Mar. 2018 – Aug.2019
**Project(s):** AWESOME: Smart Watch Sync App (Teaching Vocabulary to Autism Children)

- Working with Autistic centers to identify all aspects of user experience research.
- Working with the design and development team to make sure there is the same understanding
- about the autistic children's requirements.
- Simplifying complex problems and supporting other research members with their HCI/UX/UI research problems.
- Interpreting qualitative and quantitative data from research, analysing data, and extracting actionable findings.
- Communicate findings to relevant stakeholders effectively using the appropriate materials.
- Publishing scientific papers (peer-review) and reporting the results of our research in ISI-indexed journals

**Senior UX Designer**
HCI Lab, Software Engineering Department, University of Malaya, KL, Malaysia, Sep. 2018 – Aug. 2019
**Project(s):** Awesome: Smart Watch Sync App (Teaching Vocabulary to Autism Children)

- Applying qualitative and quantitative research methods like Group studies, Expert studies, Thematic Analysis, Grounded Theory, SEM-PLS, Bayesian Networks, Regressions
- Working with Autistic centers to identify all aspects of user experience research and with the design and development team to make sure there is the same understanding of the autistic children's requirements
- Simplifying complex problems, supporting, and mentoring other research members with HCI/UX/UI research problems

**UX/ UI/HCI Researcher**
iSchool, University of Toronto, ON, Canada, Jun.2014 –Jun 2015 (Remote)
HCI Lab, iSchool, University of British Columbia, BC, Canada, Feb.2016
Isfahan University of Medical Sciences, Isfahan, Iran, Sep. 2011- Jun. 2013 – Jul. 2016- Jul 2017
**Project(s):** 1) rScholar (Paper Recommender System for Scholars)
       2) Contextualizing & Modelling the Scholars' Information Seeking Behavior for Recommender Systems
       3) Visualizing Information Worldwide
       4) DOIT App for Supporting ADHD in Children)
       5) Sweet (Activity & Food Recommendations for Diabetics)

- Simplifying complex problems and supports other research members with their HCI/UX/UI research problems
- Rapidly understanding new and challenging problem domains and apply critical thinking to find solutions
- Brainstorming meetings and interviewing end users and stakeholders to specify their needs and expectations
- Conceptualizing and designing visual expressions of information and interactions to solve critical customer information requirements, producing mockups, detailed wireframes, and walkthroughs.
- Applying heuristic evaluation and usability testing

## JOB EXPERIENCE

**UI Designer & System Analyst**
IRISA Co (highest rank IT and Automation company in Iran), Isfahan, Iran, Apr. 2007 – Sep.2011
**Project (s):** 1) Computerized Maintenance Management System (CMMS)-ERP module
2) Central Workshop of Mobarakeh Steel Company (CEW) Project- ERP module
3) ISMS Implementation & ISO/IEC 27001 Certificate Achievement

- Understanding Use Cases (Users' requirements) and creating prototypes and templates in MyEclipse by CSS and HTML based on business scenarios
- Validating, and verifying designers' outputs
- Analyzing the user's requirements and working with project manager and sponsor to document the product's vision and the project's scope
- Communicating with customers, and gathering customer's requirements, translating, and simplifying users' requirements
- Creating system's domain model, ERD (Entity Relationship Diagram) and use cases, managing changes to baseline
- requirements and training other staff
- Creating prototyping and UI standards
- Finding adaptable solutions with current issues related to IT projects
- Researching new techniques, methods, standards, responding to request for proposals (RFPs)
- Providing and developing policies, plans and procedures for ISMS system implementation for IRISA Company.
- Implementing and operating controls to manage organization's information security risk
- Participating in committee meetings to make decision for achieving ISO/IEC 27001 certificate
- Assisting project manager, providing standards, time, and cost estimating, responsible for project process
- Interviewing for recruiting staff, preparing detailed records or reports, assisting in quality assurance testing activities, evaluating Java Centre staffs' works

## INSTRUCTOR & TEACHING ASSISTANTSHIPS

- **TA: Simon Fraser University, SIAT- Fall 2020- 2021**
  Course(s): 1) Human Computer Interaction and Cognition
  2) Interaction Design Methods
  3) Information Design
  4) Game Studies: Theory & Design,

- **UM, Software Engineering Department, Sep.2017- Jun. 2019**
  Course(s): 1) Advanced Research Techniques & Methodologies
  2) Management Information Systems (MIS)
  3) HTML

- **Lecturer: Isfahan University of Medical Sciences, Isfahan, Iran, Sep. 2011- Jun. 2013 – Jul. 2016- Jul 2017**
  Course(s): 1) Medical Information Systems
  2) System Analysis and Design
  3) IT for Medical Professionals
  4) Database Management & SQL
  5) Computer Science Fundamental for Information Professionals
  6) Management Information Systems

- **Instructor: Education House (EH), Ampang Point, KL, Malaysia, Jun.2015 –Nov.2015; Jan.2017 – Sep.2017**
  Courses: 1) Cambridge IGCSE Computer Science; 2) Cambridge IGCSE Computer Studies and Web Design (HTML, CSS)

- **Instructor:  IT Department, IRISA Co, Aug. 2010-Nov.2010**
  Course(s): 1) User Interface Design and Use Case Diagrams, 2) Fundamentals of Software Development Methodologies

## AWARDS, HONOURS &GRANTS

- **Google UX Design Professional Course Scholarship,** May 2021
- **Research Travel Award**, Simon Fraser University, January 2021
- **Research Travel Award**, Simon Fraser University, 2020
- **Association for Computing Machinery (ACM) -W Scholarship**, **Celebrating & Advocating for Women in Computing**, Association for Computer Machinery, USA, 2020
- **The Women in Tech Digital Magazine:** Social Innovation Seed Award, Simon Fraser University &  Embark Sustainability, Canada, 2020.
- **Graduate Student Award**, Simon Fraser University, Canada, 2020
- **IPPP Postgraduate Grant,** Postgraduate Research Management and Monitoring Institute, University of Malaya, KL, Malaysia, Apr. 2018-Aug.2019
- **IPPP Postgraduate Grant:** Postgraduate Research Management and Monitoring Institute, University of Malaya, KL, Malaysia, Oct. 2017-Feb.2018
- **PyCon Scholarship**, Python Association in Malaysia, 2017
- **High Impact Research (HIR) Grant**; Ministry of Higher Education, KL, Malaysia, Sep.2014-Jun.2016
- **IPPP Postgraduate Grant**, Postgraduate Research Management and Monitoring Institute, University of Malaya, KL, Malaysia, Sep. 2013-Sep. 2014
- **Best Master Thesis Award**, Iran Ministry of Science, Tehran, Iran, Jan.2011
- **Medical Informatics School Grant**, Isfahan University of Medical Sciences, Isfahan, Iran, Sep. 2011
- **Representative of IT Department in Information Security Management System (ISMS)**, IRISA Co, Isfahan, Iran, Apr.2009 – Jun. 2011
- **Graduate Fellowship (M.S) Award**, iSchool, University of Isfahan, Isfahan, Iran, Sep.2007-Sep.2010
- **Exceptional Talented Students Award**, University of Isfahan, Isfahan, Iran, Aug.2008
- **Undergraduate Scholarship: iSchool,** University of Isfahan, Isfahan, Iran, Sep.2003- Aug.2007
- **Student Excellence Recognition Award (Three years),** iSchool, University of Isfahan, Isfahan, Iran, Sep.2003-Aug.2007

## PUBLICATION (S)- HCI & UX/ UI (ISI-Indexed)

I have several *ISI tier 1* papers on HCI, recommender systems, User modeling, User Interface, User Experience (UX), and User Interaction published in ISI tier 1 journals and high ranked HCI conferences, for more details, please visit my *GoogleScholar* profile

## SELECTED PROFESSIONAL ACTIVITIES

- **HCII Organizer Chair,** HCII Conference (One of the most top-ranked conferences in HCI), 2020, UX Design Methods and Framework Session

- **HCII Organizer Chair,** HCII Conference (One of the most top-ranked conferences in HCI), 2020, Designing and Evaluating User Experience in Contemporary Interactive Systems Session

- **TSSU Occupational Health & Safety Commissioner**, SFU, Jan 2021- Dec 2021

- **Reviewer & Committee Member,** International Conference on Emerging Technologies in Computing 2019 (iCETiC '20); London Metropolitan University, London, UK

- **Invited Talk,** Third annual end-of-the-year Demo and Poster Festival, HCI research underway at University of British Columbia, Canada, 2016, A Bayesian user model for Scholarly recommender systems.

- **Invited Talk,** Software Engineering Department, University of Malaya, KL, Malaysia May.2015, The most used evaluation methods for scholarly recommender systems.

## COMMUNITY & VOLUNTEER INVOLVEMENT

- Variety the children's charity, Vancouver, Canada, Sep.2019-Present
- Teaching Support Staff Union (TSSU), Simon Fraser University, Vancouver, Canada, Jan. 2020, - 2021
- Graduate Social Coordinator, SIAT, Simon Fraser University, Vancouver, Canada, Sep.2019-Jan. 2020
- PyCon Conference Organization Volunteer, Python conference- FSKTM, UM, KL, Malaysia, 2018
- UNICEF, branch of Iran, Tehran, Mar. 2004- Sep.2017

## REFRENCES

- Available upon request