Sana Behnam-Asl

UX/UI Designer and Researcher

www.sanabehnam.com | sana.behnam@gmail.com | https://www.linkedin.com/in/sana-behnam/

BIO

Multifaceted UX Researcher and UI designer. Successful at conducting notable human-centered research and user testing in multidisciplinary environments. With a strong background in Industrial Design and creating meaningful experiences on projects in the spaces of Automotive Industry, Mixed Reality, Health, and e-Commerce.

EDUCATION

North Carolina State University, Ph.D. Student in the Design Program, Aug. 2020 – Expected Grad 2023
- Graduate Research Assistant at Postnatal Patient Safety Lab, **GPA 4/4**

The Ohio State University, M.F.A. in Design Research and Development, August 2017 – August 2020
- Thesis title: "Designing for Breast Cancer Survivors' Empowerment: Integration of Technology for Self-management Promotion through Participatory Design", **GPA 3.92/4**

University of Tehran, B.A. Industrial Design, 2009-2013
- **Ranked 1st** in bachelor's degree of Industrial Design
- Thesis title: "Designing an Electric City Car Based on the Needs of Tehrani Citizens", **GPA 18.73/20**

SKILLS AND TOOLS

UX/UI Skills - User Experience Research • UI Design • Prototyping •Adobe Creative Suite • Participatory Design User Journey• Mental Models • Usability Testing • Interviews • Surveys • Card Sorting • Information Architecture • Personas User Testing • Wireframing • Human-Centered Design/ Research • Heuristic Evaluation • A/B testing
Software and Languages Various wireframing/prototyping tools • JavaScript • HTML • CSS • **3D and Rendering tools**

WORK EXPERIENCE

Nielsen Norman Group
UX Research Assistant / Intern, Raleigh, NC, May 2022 – Present
- Conducting user interface design analyses and investigating user experience design processes and the organizational adaptation of UX methods.
- Planning and conducting user research studies and analyzing multiple in-person and remote usability testing sessions on various UX/UI and AR technology mobile patterns to provide tangible UX/UI recommendations.

North Carolina State University
Graduate Research Assistant at PSLL, Raleigh, NC, August 2020 – May 2022
- Designed and conducted deep-dive qualitative (interviews, shadowing, participatory research) and quantitative research (surveys, video coding) on a $**2.5 million AHRQ project grant** at Postnatal Patient Safety Learning Lab (PSLL) to identify stakeholders needs and workflows.
- Developed digital health interventions based on formative and evaluative research insight to enhance the patient experience, reduce postnatal morbidity, and provide scalable postnatal care in the United States.
- Planned and ideated for redesigning systems of postnatal care and enhancing the patient experience through a human-centered perspective and involvement of stakeholders in a multidisciplinary environment.
- Prepared and organized lesson plans, teaching material, and presented lectures.

IQVIA
UX Design Intern, Raleigh, NC, May – August 2021

- Designed, executed, and analyzed qualitative (interviews, shadowing) and quantitative research (surveys, card sorting) to identify user's needs and to define users' personas.
- Improved and optimized the user experience of patient-facing applications and redesigned new user flows and wireframes for decentralized clinical trial research applications.

Equity Lab
Virtual Reality / UX Design and Research Intern, Seattle, WA, June – August 2020
- Ideated and designed virtual reality models and UX concepts for immersive technology for scalable social impact projects such as "VR for Children's Right to Education", "VR Career Simulator for Miami-Dade County", and "VR Genie" (https://equalitylab.org/).
- Prototyped, evaluated and optimized virtual reality environments for multiple projects on Mozilla Hubs platform, and collaborated with a team of managers, engineers and designers through the projects.

PACCAR Co. - Kenworth Division
UX / UI Design Intern, Seattle, WA, May – August 2019
- Conducted research, prototyped and redesigned user experience and interface of A and B digital panel using interviews, heuristic analysis, task analysis, and mental models for the next generation of electric super trucks under the **$8 million Super Truck II program** funded by the Vehicle Technologies Office of the U.S. Department of Energy (DOE)).
- Developed and tested multiple prototypes for the digital interface of Super Truck using interviews, cognitive walkthrough and think aloud process.
- Evaluated usability and user experience of new ADDAS system's interface using mental models while incorporating user needs of Gen Z and industry standards.
- Generated a human-centered theme for the interior of Super-Truck based on user needs and feedback.

The Ohio State University
Graduate Research Associate, Columbus, Ohio, August 2018 – May 2020
Projects for Advanced Computing Center for the Arts and Design (ACCAD)
- Relied upon for applying UX/UI design and research on multiple interactive media projects such as "VR Simulation of a Training and Assessment Tool for First Responders Charged with managing a Mass Casualty Incident" and "Building Empathy in Dementia Care with Virtual Reality Simulation".
- Responsible for conducting qualitative research and participating in developing **federally funded (NIH-AHRQ)** project with emerging technologies like Virtual Reality and Augmented Reality in a collaborative environment that resulted in complete development of three fully functional iterations of the project.
- Increased the quality of user experience for medical practitioners and designed diverse environment options using interviews and think aloud process.
- Organized and facilitated participatory design sessions and conducted iterative usability testing on multiple projects to ensure that users' needs were met.

Projects for Dept. of Engineering Education, Aug 2018 – May 2019
- Researched, explored, developed, and tested a new smart home fragrance diffusion device for **Bath and Body Works Co.** using iterative prototyping and testing in a multidisciplinary team.
- Ideated and designed a new application for Bath and Body Works Co. as a capstone project that integrates the new smart home fragrance diffusion device into the Internet of Things.

Institute of New Sciences and Technologies
Design and Research Consultant, Tehran, July 2015 – May 2016
- Led a design team for building an innovative electric motorcycle in a collaborative and interdisciplinary environment.
- Launched first iteration of Electric motorcycle for University of Tehran 2015.

Ario Kavire Pars Co.
Design and Research Manager, Tehran, Feb 2013 – Apr 2015

- Handled and executed multiple industrial and UX projects (Sandwich maker robot, Air quality device, Industrial welding machine) leading the company to win the second-place award of Iran's RoboCup competitions both in 2012 and 2013.
- Registered the product as a **patent.**

Golrang Industrial Group
Industrial Design Intern, Tehran, Sept 2012 – Feb 2013
- Researched and designed a new haircare product packaging family for Golrang Co. based on their brand image.

AWARDS
- Winner of the **finals for UNC-Chapel Hill's edition of the Map the System (MTS) competition**, a global event **organized by Oxford University's Skoll Centre for Social Entrepreneurship.**
- Graduate University Fellowship award at North Carolina State University, 2020
- Graduate University Fellowship award at The Ohio State University, 2017
- **Ranked 4** among 60,000 in Nationwide Examination for MA in Industrial Design, 2013
- **Ranked 1st** in bachelor's degree of Industrial Design, The University of Tehran
- **Ranked 3** among 92,000 participants of Nationwide Art School Examination, Exceptional Talents Country award, 2009
- **Second place** in Iran **RoboCup** open competitions and symposiums (senior team), in 2012 & 2013

PATENTS
- Registered **Patent** (Industrial welding machine)
- EP3766524 (A1) Plug-In Fragrance Diffuser, and Systems and Methods for Using Same

PRESENTATIONS
- *Redesigning systems of postnatal care to better enable all families to thrive*
  Invited presentation and exhibition on the **2022 ACCelerate Festival**, at **the National Museum of American History**, during a multi-day festival, April 2022.
- *Exploring Stakeholder Participation in Developing Postnatal Digital Health Education Interventions*
  PhD event, DRS 2022 Conference, Bilbao, 25th June — 3rd July 2022.
- *Immersive Analytics: A User-Centered Perspective*
  The 27th ACM Symposium on Virtual Reality Software and Technology, Osaka, Japan, December 2021.
- A User-Centered Survey of Immersive Analytics
  IEEE VIS: Visualization and Visual Analytics Conference

RESEARCH AND PUBLICATIONS
- **Behnam-Asl S**, Gill C, Umstead K, Mahtani R, Tully KP. (2022). A collaborative approach to digital storytelling in healthcare settings. Proceedings of the International Conference on Engineering and Product Design Education. [In Press]
- Mahtani R, Gill C, Umstead K, **Behnam-Asl S**, Tully KP. (2022). ONLINE PARTICIPATORY TOOLS IN CLASSROOM AND RESEARCH SETTINGS. Proceedings of the International Conference on Engineering and Product Design Education. [In Press]
- Panda, P., Kim, B., **Behnam-Asl, S**., & Sener, E. (2021, December). Immersive Analytics: A User-Centered Perspective. In Proceedings of the 27th ACM Symposium on Virtual Reality Software and Technology (pp. 1-3).
- **Behnam Asl, S.** and Shen, Y. (2018). "Design for Pain", Design4Health Conference Poster session, Sheffield Hallam University, UK.
- **Behnam Asl, S.** and Moghadam, N. (2016). "Exploring the emotional relationship between the user and package of the Minakari" International Conference on Research in Art, Singapore.
- **Behnam Asl, S.**, et al. (2014)."Injury Prevention among Construction Workers: A Case Study on Iranian Steel Bar Bending Workers." World Academy of Science, Engineering and Technology, International Journal of Medical, Health, Biomedical, Bioengineering and Pharmaceutical Engineering 8.8: 467-470.