

# Amir H Aghdam

## User Experience (UX) Researcher | Designer

[www.uxamir.com](http://www.uxamir.com)

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### Summary

- **Experienced planning and usability researcher** with a strong background in foundational research and evaluative design usability testing.
- Proven ability to **work independently** and support cross-functional teams in various UX research projects.
- Adept at conducting **B2B UX research** for various audiences.
- Skilled in deriving insights from **quantitative and qualitative data**.
- Focused on **driving projects forward** with a keen emphasis on usability and user experience.

### Education

#### Master of Science in Human-Centered Interaction and Design | GPA 4.0

Harrisburg University of Science & Technology – Harrisburg PA | May 2021 - 2022

### Work Experience

#### Freelance | May 2023 – Present

UX Researcher | UX Designer

- Conduct unmoderated and moderated user testing to gather qualitative and quantitative data.
- Analyze and report on user feedback to inform design decisions and improve user experience.
- Balance multiple studies simultaneously, ensuring timely and actionable insights.
- Utilize Figma, PowerPoint, Excel, and screen sharing tools independently.
- Drive projects forward by delivering insights and recommendations.

#### Iranian Women's Institute for Life and Liberty | Non-Profit Organization | April 2024 – Present

UX Researcher | UX Designer

- Lead UX design efforts to create intuitive digital experiences and manage the organization's website.
- Conduct UX health studies to evaluate design-built experiences for release readiness.
- Advocate for inclusive UX design practices and collaborate with teams to foster innovation.
- Independently use tools like Figma, PowerPoint, and Excel for research and design tasks.

#### Tech Fleet | Global Justice Ecology Project | Sep 2023 – Dec 2023

UX Researcher

- Conducted B2B UX research on various audience types, including employees, leaders, and IT managers.
- Developed and executed research plans to understand user behaviors and needs.
- Conducted remote moderated user testing sessions and presented findings to stakeholders.
- Worked with Design and Product Management partners on key priority design projects.

### Skills

#### Research

Research Planning  
Secondary Research  
Mixed Methods  
Survey Design  
User Interviews  
Data Analysis  
Persona and Journey Map  
Competitor Analysis  
Card Sorting  
Ethnography  
Usability Testing

#### Design

Ideation  
Concept Sketches  
Sketch  
User Flows  
Wireframes  
Prototypes

### Tools

#### Research

Delve  
Temi  
Qualtrics  
Usability Testing

#### Design

Figma  
Adobe XD  
Miro  
Mural

#### Product | Project Management

Slack  
Notion  
PowerPoint  
Excel  
WordPress (Elementor)

## UX Projects

### Reimagining Microsoft 365 Excel | Master's Capstone Project

Jan 2022 - Aug 2022 | Microsoft, Redmond WA

UX Researcher | UX Designer

- Conducted eight remote interviews via Zoom and MS Teams, extracting qualitative insights.
- Created a detailed research report with personas and journey maps.
- Identified design opportunities aligning with user needs for M365 Excel.
- Developed sketches, wireframes, and user flows for a Lo-Fi prototype.
- Refined designs within the Fluent design system for a polished Hi-Fi prototype.
- Presented findings to key stakeholders, including Microsoft and HU advisors.

### Hotel Housekeeping App Design | Master's Project

May 2022 - Aug 2022 | Harrisburg University, Harrisburg PA

UX Researcher | UX Designer

- Streamlined housekeepers' communications with a tech solution, boosting operational efficiency.
- Utilized qualitative and quantitative methodologies, such as surveys, for strategic decision-making.
- Developed a persona and journey map to understand user needs thoroughly.
- Engineered both Lo-Fi and Hi-Fi prototypes for the housekeeping app, refining functionality iteratively.

### Grocery Store Shopping Experience | Master's Project

May 2021 - Aug 2021 | Harrisburg University, Harrisburg PA

UX Researcher

- Led exploration into online and in-store purchasing habits through qualitative research.
- Conducted user interviews and ethnography, analyzing data for design recommendations.
- Implemented store mapping and introduced video/voice call options for enhanced online shopping.
- Presented project results as the course final, earning a perfect 4.0 score for excellence.