

Sana Behnam-Asl

UX/UI Designer and Researcher | www.sanabehnam.com | sana.behnam@gmail.com

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BIO

Multifaceted user experience and interface designer and researcher. 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 2022

- 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 Design/ Research • Prototyping • Adobe Creative Suite • Participatory Design • Personas User Journey • Mental Models • Usability Testing • Interviews • Surveys • Card Sorting • Information Architecture User Testing • Wireframing • Human-Centered Design/ Research • Heuristic Evaluation • Story Boarding • A/B testing

Software and Languages - Unity • Invision • Sketch • Axure • Figma • JavaScript • p5.js library • HTML • CSS

3D and Rendering - Maya • Rhino • Blender • Keyshot • V-ray • photogrammetry • Rapid Prototyping • Premiere

WORK EXPERIENCE

North Carolina State University

Graduate Research Assistant at PSL, Raleigh, NC, August 2020 – Present

- Conducting 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 \(PSLL\)](#)
- Developing digital health interventions to enhance the patient experience, reduce postnatal morbidity, and provide scalable postnatal care in the United States
- Planning and ideating for redesigning systems of postnatal care and enhancing the patient experience through human-centered perspective and involvement of stakeholders in a multidisciplinary environment

IQVIA

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

- Improving and optimizing the user experience of patient-facing applications and redesigning new user flows and wireframes for decentralized clinical trial research applications.
- Conducting qualitative (interviews, shadowing,) and quantitative research (surveys, card sorting)

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))
- Brainstormed and tested multiple graphics 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 research 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.

SELECTED PROJECTS

UX/UI of Friends of Oberlin Village Organization

- Prioritized and identified the needs of stakeholders of Friends of Oberlin Village (FOV) Organization through participatory research and human-centered approach
- Increased and enhanced the usability and the user experience of the website through the application of human-centered approaches such as heuristic analysis, task analysis, cognitive walkthroughs, and user testing.
- Provided future recommendations on the maintenance of the website and communication strategies of the organization with the stakeholders

UX/UI of Virtual Reality

Advanced Computing Center for the Arts and Design, The Ohio State University, Jan 2019 – Present

- Designed, researched and developed the environmental experience of Virtual Reality "Mass Casualty Incident Training" project.
- Debugged and executed environment for "Building Empathy in Patient Care with VR Simulation for Practitioners" project.
- Projects were federally funded by Institution of Health (NIH- AHRQ).

UX/ UI of Self-care App

Department of Design, The Ohio State University, August 2017 – Dec 2018

- Conducted research and studied needs and struggles of breast cancer survivors through co-design.
- Designed, conceptualized and wireframed an app and a system for breast cancer survivors to participate in self-care and self- management.

Data Visualization for OSU Design

Department of Design, The Ohio State University, July 2018 – November 2018

Analyzed, designed and developed a series of data visualizations of faculty and alumni information, the project was part of an exhibition that was displayed for two months at Urban Arts Space (Design 50th Anniversary Exhibition) in Columbus, OH.

AWARDS

- * 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
- Registered **Patent** link(Industrial welding machine): <http://ipm.ssaa.ir/Search-Result?page=1&DecNo=139250140003005505&RN=81782>

RESEARCH AND PUBLICATIONS

- **Behnam Asl, S.** and Shen, Y. "Design for Pain", Design4Health Conference Poster session, Sheffield Hallam University, UK 09.2018
- **Behnam Asl, S.** and Moghadam, N. "Exploring the emotional relationship between the user and package of the Minakari" International Conference on Research in Art, Singapore (2016).
- **Behnam Asl, S.**, et al. "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 (2014): 467-470.